

The Neuroscience of Trust

Unlocking Trust in Agri-Edu
Partnerships

by Gerald Mutua

www.icra.global



How can we
nurture trust to
create thriving
agri-edu
partnerships?



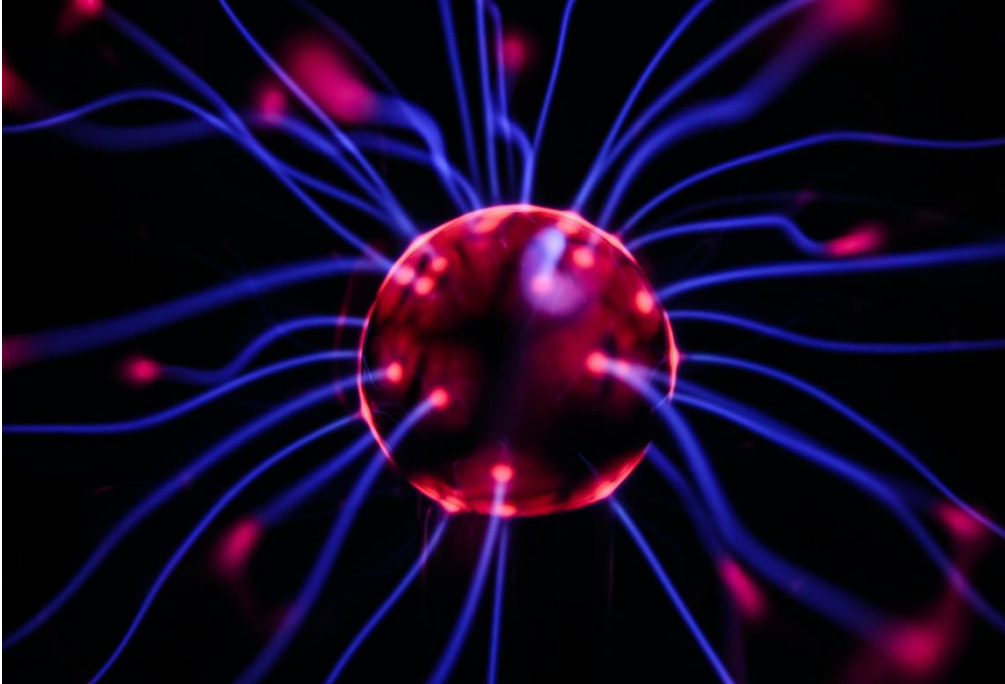


Workshop

Intro: The Neuroscience of Trust
(Break out 1)

Trust-Building Activity
(Break out 2)

Actionable Strategies



The Neuroscience of Trust

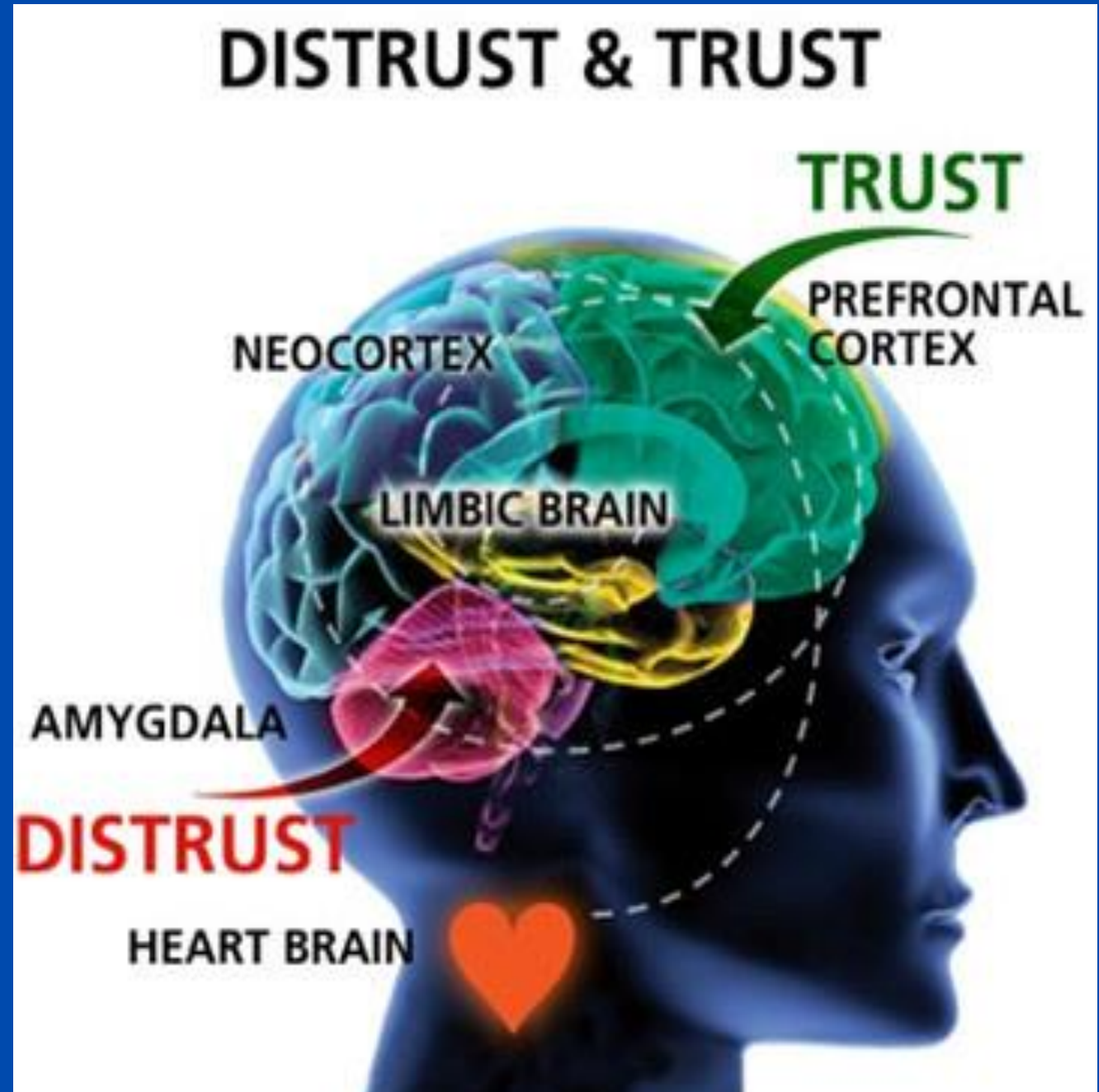
The importance of understanding the
neuroscience of trust

The role of the brain on trust and distrust
relationships



The Neuroscience of Trust

Understanding Trust
Through Biology





Prefrontal Cortex is the home of Trust



It takes 7 seconds to trust;
Prefrontal cortex



Our Amygdala responds in as little
as 0.07 seconds



Why?



Neurotransmitters

Dopamine
Serotonin
Oxytocin

Stimulates the
prefrontal Cortex



Cortisol

Pauses the
prefrontal Cortex

Case Study: KCSEED

Trust Building for Farmers – Traders Collaboration



Introduction

Overview of KCSEED:

- A community-based organization in Nakuru, Kenya.
- Mission: To empower and uplift the livelihoods of its 3,000 farmer members through farming



Challenges in Potato Production

2016: KCSEED aimed to diversify into the potato market.

Challenge: Gaining access to a market dominated by traders (brokers)



The ABC approach

- **ABC** stands for Agri-Business Clusters.
- ABC promotes collaboration and structure in agri-business clusters and partnerships.
- **Trust Building:** Central focus on building trust and fostering cooperation.



A close-up photograph of two hands clasped together. The hand on the left is lighter-skinned, and the hand on the right is darker-skinned. The hands are positioned in the center of the frame, with fingers interlaced. The background is a soft, out-of-focus gradient of light brown and beige. Overlaid on the image is the title 'Key Elements of Trust Building' in a large, white, sans-serif font. Below the title, four key elements are listed in a smaller, white, sans-serif font: 'Vulnerability' and 'Reciprocity' on the left side, and 'Transparency' and 'Understanding' on the right side.

Key Elements of Trust Building

Vulnerability

Reciprocity

Transparency

Understanding

Vulnerability: Self-disclosure entails sharing personal vulnerabilities and experiences. This vulnerability signals trust, fostering intimacy and connection.






Reciprocity: When one person engages in self-disclosure, it often encourages others to reciprocate by sharing their own thoughts and feelings resulting in a sense of trust and openness in the relationship.

Transparency

Self-disclosure promotes transparency and authenticity in interactions.

Openness about thoughts and emotions reduces suspicion and enhances the perception of authenticity.

	Itemised cost	DESTINED MARKET	
		SIRARE (100kg bag)	Mombasa (150kg bag)
1	Cost of potatoes (paid to farmer)	900	1300
	<i>Other additional expenses catered for by the broker</i>		
2	Cost of bag	30	30
3	Cost of Sisal Thread	20	60
4	Labour	50	150
5	Loading	30	40
6	Cess	15	20
7	Broker fee	100	100
8	Transport to Trader	300	450
9	Weigh-bridge charges	70	45
10	off loading	0	30
11	Broker fee at market		100
	Total cost per bag (KSh)	1615	2325

A group of four people are seated around a wooden table in a room with large windows and white curtains. The man on the left, wearing a dark blue long-sleeved shirt, is leaning forward and pointing towards the center of the table. The other three individuals, two men and one woman, are looking towards him. On the table, there are several bags of red-skinned potatoes, a white mug with a blue floral pattern, a white cap, and several spiral-bound notebooks with pens. A large blue water dispenser is visible in the background on the right. The text "Understanding: Sharing personal information can lead to a better understanding of each other's perspectives and experiences. ." is overlaid in white on the image.

Understanding: Sharing personal information can lead to a better understanding of each other's perspectives and experiences. .



Lessons Learned

Trust is a bridge that forms when individuals engage in self-disclosure, fostering vulnerability, reciprocity, and authenticity.

Connect with iCRA!



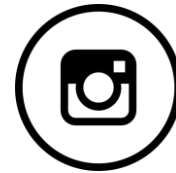
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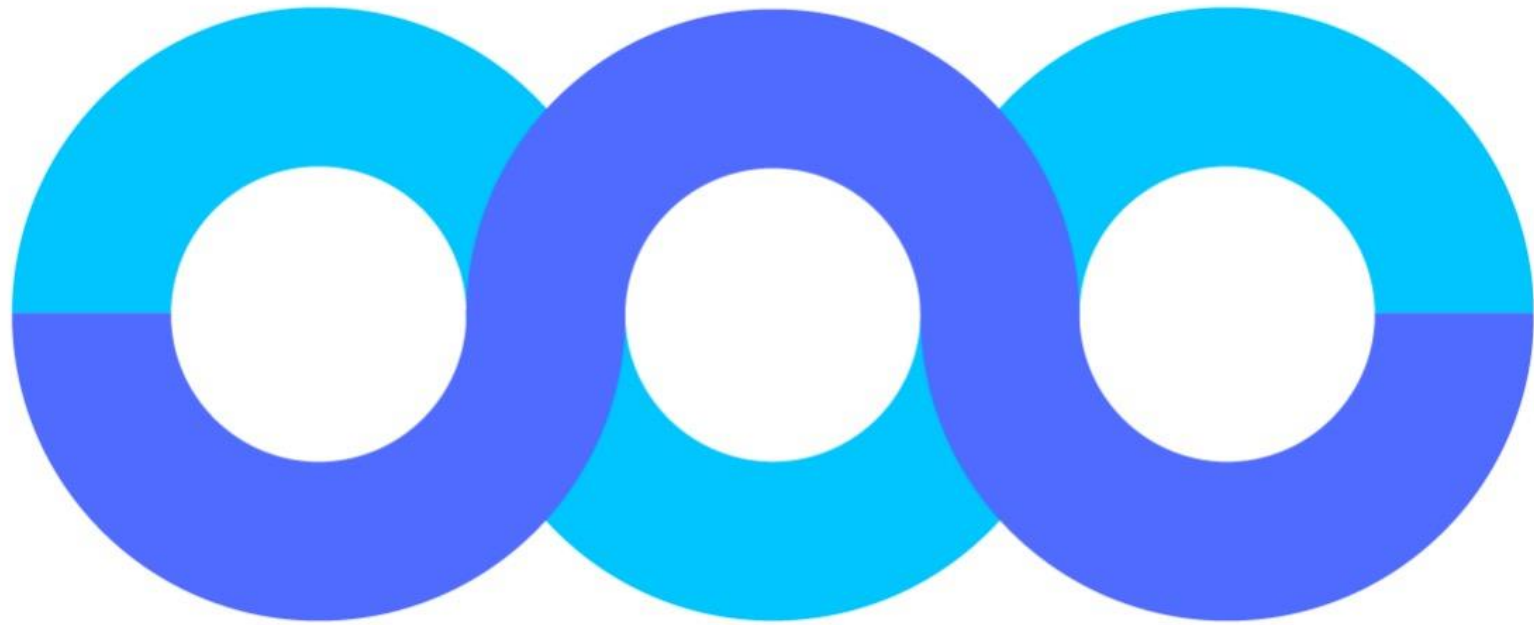
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