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The Importance of Trust in Organizational Culture

A. Building an environment of trust
B. Elements of trust
C. Using communication in building trust

Chuck's Thoughts on Trust

- Trust is slowly gained and quickly lost
  - It is worth the effort to intentionally focus on behaviors or practices that have the potential to build trust.
  - It starts with the leader/manager; what trustworthy behaviors am I willing to implement?
  - To me, generosity is a huge component. If I am generous with my time, my attention, my resources, and in sharing my vision and my values, I have a chance.
  - How do you maintain trust when circumstances challenge us? For example, a budget cut that results in dismissals? If we spend time genuinely building trust long before the event, we have a better chance for success. Then add clarity and consistency to the mix. We enjoy trust when times are good, but we really need trust when times are bad.
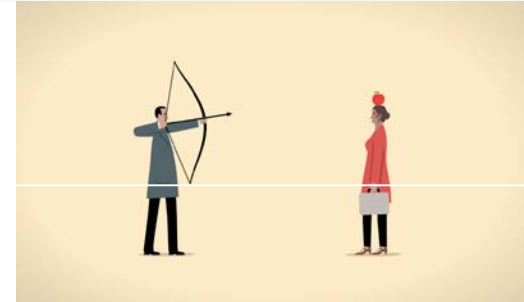
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Chuck's Thoughts on Trust – Cont.

- Who or what is the focus of our organization?
    - The organization
    - The administration
    - The employees – This is my choice.   If we hire great talent, help them understand what success looks like, outfit them with tools for that success and then encourage and mentor, we are in a position to succeed.
    - The clientele

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Building an Environment of Trust

- Covey, 2008 Speed of Trust – There is one thing that is common to every individual, relationship, team, family, organization, nation, economy and civilization…one thing which, if removed, will destroy the most powerful government, the most successful business…if developed and leveraged, that one thing has the potential to create unparalleled success and prosperity… That one thing is TRUST

- Horsager, 2012 The Trust Edge – Without trust, the transactions cannot occur. Without trust, influence is destroyed. Without trust, leaders lose teams. Without trust, people lose sales.   Without trust, organizations lose productivity, relationships, talented people, customer loyalty, creativity, morale, revenue, and results.

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Building an Environment of Trust – Cont.

- Trust defined, Horsager:
  - Trust is a confident belief in someone or something.   It is the confident belief in an entity:
    - To do what is right
    - To deliver what is promised
    - To be the same every time, whatever the circumstances

http://www.pricelessprofessional.com/images/build_trust.jpg

Elements of Trust

- Hosager – Eight Pillars of trust
  - Clarity - Clarity in purpose, communications, delegation and accountability
    - Use core values or other common themes to clarify how we do our work or how we make decisions.
  - Compassion – Make it personal. Be present
  - Character – Carefully tie your character-based values to your behavior – be consistent
  - Competence – Must stay current – Fresh, relevant, capable
  - Commitment – Keep Commitments
  - Connection/Collaboration – Find other you can connect with
  - Contribution – trust is built by who contributes and the nature of that contribution
  - Consistency – "You are what you repeatedly do" (Aristotle)

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Elements of Trust – Cont.

- Covey – The Four Cores of Credibility
    - Integrity
    - Intent
    - Capabilities
    - Results

http://powercommunication.com/wp-content/uploads/2015/12/PS-110-Estabilishing-credibility.jpg

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Elements of Trust – Cont.

- Covey – The 13 behaviors of Trust
  - Talk straight
  - Demonstrate Respect
  - Create Transparency
  - Right Wrongs
  - Show Loyalty
  - Deliver Results
  - Get Better
  - Confront Reality
  - Clarify Expectations
  - Practice Accountability
  - Listen First
  - Keep Commitments
  - Extend Trust

https://www.incimages.com/uploaded_files/image/970x450/trust-group-of-people-1940x900_35342.jpg

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Positive Culture

- Do you value each member of your team?

- Do you care about their future?

- Are you willing to serve them?

- What to you say to one's "enemy" if he is not there?

- Do you use your head or heart when you lead?

Questions?