



Our Conviction & Commitment

You will clarify your purpose and build confidence, competency, and character to have greater influence and impact. You will gain a greater understanding of leadership, fundamental leadership capability, and the foundational leadership attitude and skills needed to "BEcome" a strong effective leader that empowers others.



MODULE

4



Objectives:

- Provide a functional definition of trust and why it is important.
- Provide a connection of trust to the business and organization performance.
- Provide steps to build trust.



LESSON 1



By the end of this lesson, you will:

- Have a working definition of trust.
- Have an understanding of critical paradigms you should know about trust.

Trust: The Cornerstone of Productive Relationships



What is Trust?

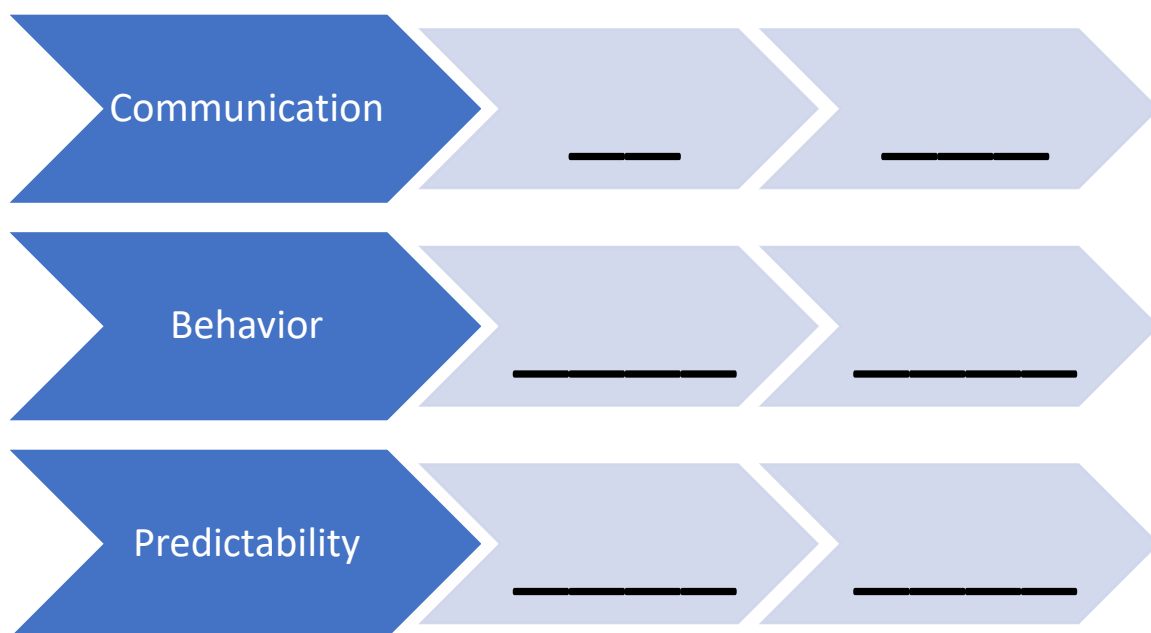
List at least 3 synonyms for the word “trust.”

- 1.
- 2.
- 3.

Dr. Duane C Tway, Jr.

Trust is _____

Trust in relationship: things you need to know



LESSON 2



By the end of this lesson, you will:

- Understand the business and organizational benefits of trust.
- Understand why trust is important to people engagement and the business bottom-line.



Why is trust important to the organization?

Trust is the necessary precursor for:

- _____ able to rely upon a person.
- _____ teamwork with a group.
- _____ thoughtful risks.
- Experiencing _____ communication.

Benefits of trust in organizations:

- Employees are more loyal and have greater career longevity in high trust organizations.
- Customers remain customers in high trust organizations.
- There are longer partnerships between suppliers and distributors with organizations that have high trust.
- Investors maintain their investments longer with high trust organizations.

Benefits of trust in businesses:

- Higher _____
- Higher _____
- Greater _____
- More _____



- Stronger _____
- Better _____

Organization Engagement

People _____ and are _____ in
high _____.

Trust is important for engagement: Maslow's Hierarchy of Needs

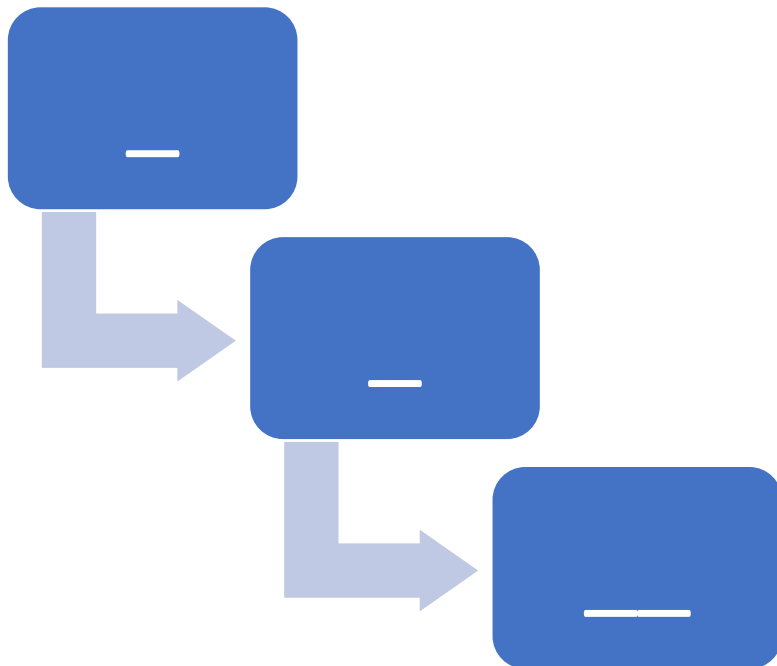
Key Points:

When people feel safe:

- Productivity _____
- Moral _____
- Performance _____



- Bottomline:

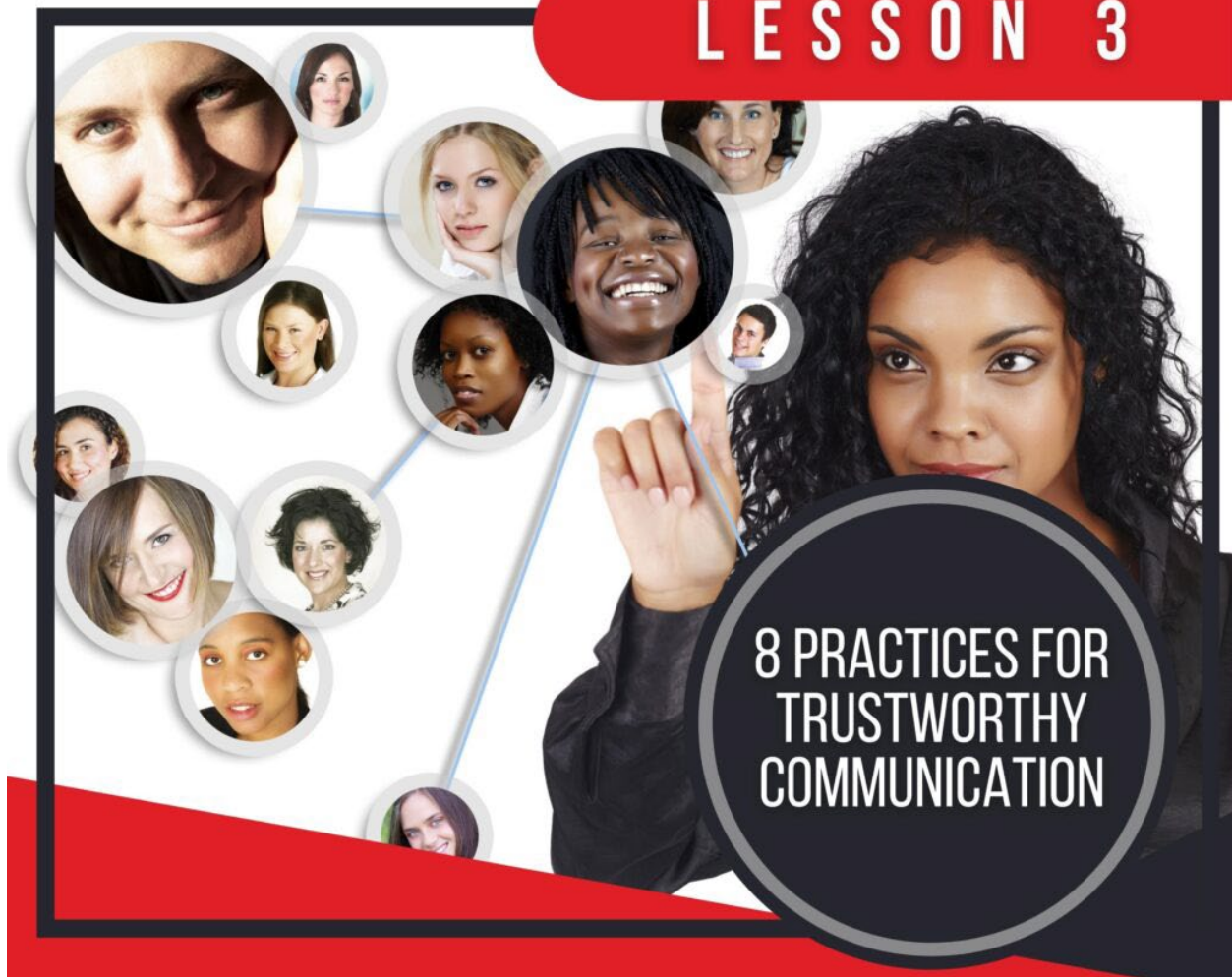


Self-Reflection

1. Consider your current work environment, how safe is it and how does it impact engagement?
2. How has trust influenced your engagement and wanting to be your very best?
3. What benefits is your organization or business missing because of low trust?



LESSON 3



By the end of this lesson, you will:

- Have an assessment of your current communications trustworthiness.
- Understand 8 practices you can use to improve the trustworthiness of your communication.





Trusting Communication Practice Self-Assessment

Instructions: Please rate yourself on each communication practice and place your score in the appropriate box. Sum the total of each column at the bottom of the column, then sum the total for each column to find your total score.

	Practice	Never (0)	Rarely (1)	Sometimes (2)	Often (3)	Very Often (4)	
1.	Maintain your composure:						
2.	Hold others accountable to maintaining their composure:						
3.	Say what you know to be true:						
4.	If you don't know say so:						
5.	Do what you say you are going to do, renegotiate if you can't:						
6.	Give the bad news:						
7.	Share only what you have been given approval to share:						
8.	Be concise/Get to the point:						Total Score
	Sum						

**Note: Target > 24
Immediate attention needed if < 16**



Trusting Communication Individual Improvement Plan

	Practice	Action Items	Deadline
1)	Maintain your composure:	1. 2.	
2)	Hold others accountable to maintaining their composure:	1. 2.	
3)	Say what you know to be true:	1. 2.	
4)	If you don't know say so:	1. 2.	
5)	Do what you say you are going to do, renegotiate if you can't:	1. 2.	
6)	Give the bad news:	1. 2.	
7)	Share only what you have been given approval to share:	1. 2.	
8)	Be concise/Get to the point:	1. 2.	
	Notes/ Other Follow- Ups		



Communication as the Basis for Trust

- Open communication
- Behavioral consistency and integrity
- Body Talks
 - _____ words
 - _____ body language
 - _____ voice
 - Motive or why matters
 - Motive is what the body communicates
 - The body cannot be hidden



Eight Practices for Trustworthy Communication

1. Maintain your composure
2. Hold others accountable to maintaining their composure
3. Say what know to be true
4. If you don't know say so
5. Do what you say you are going to do, renegotiate if you cannot
6. Give the bad news
7. Share only what you have been given approval to share
8. Be concise/Get to the point

Maintain your composure

Hold others accountable to maintaining their composure

Say what you know to be true



If you don't know say so

Do what you say you are going to do, renegotiate if you cannot

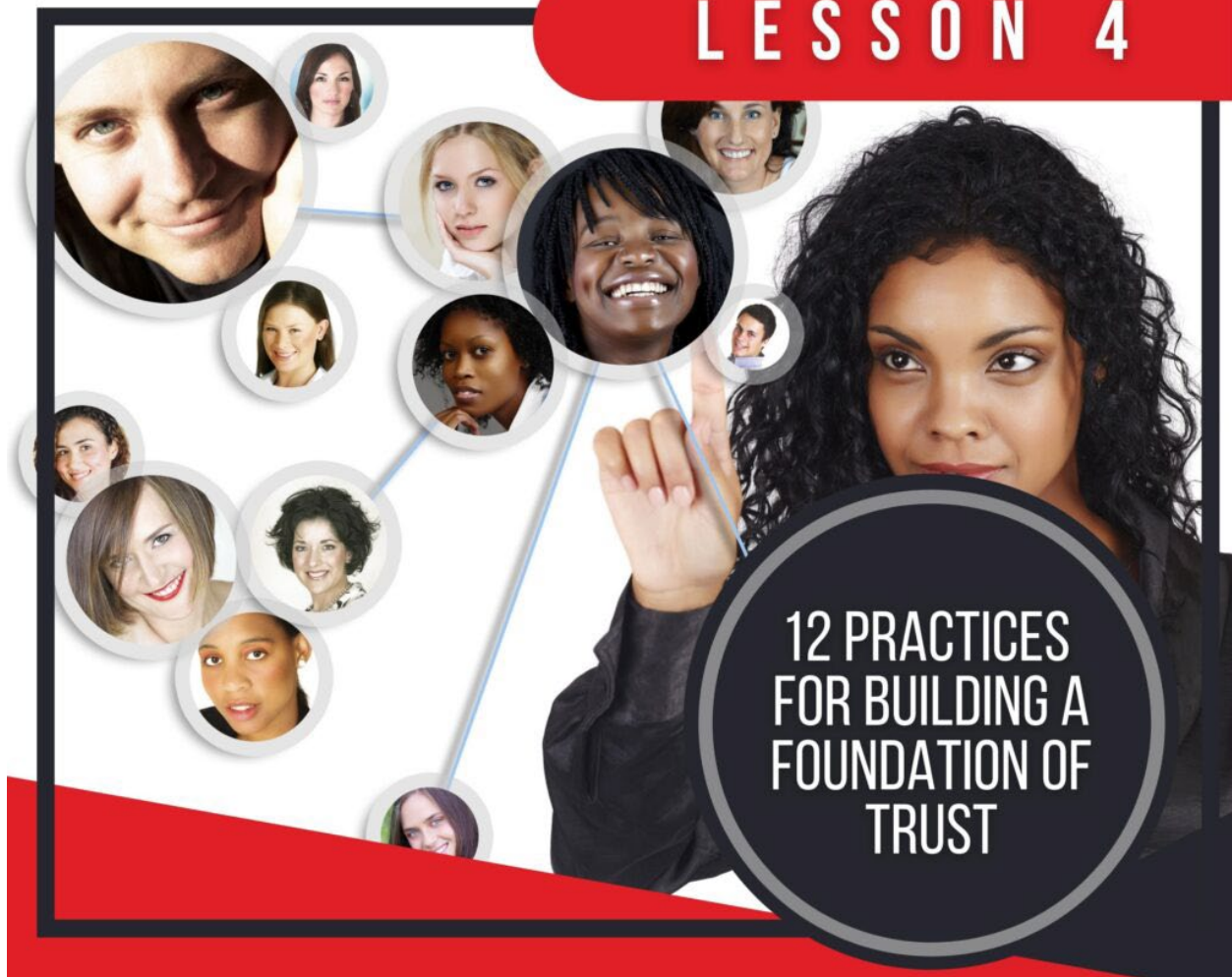
Give the bad news

Share only what you have been given approval to share

Be concise/Get to the point



LESSON 4



By the end of this lesson, you will:

- Understand actions you can take as a leader to be a model for building trust on your team or in your organization.



Building a Solid Foundation of Trust

- Keep your promises
- Keep confidences
- Admit your mistakes
- Get feedback
- Advocate for others
- Newsworthy action
- Don't gossip
- Share information
- Build relationships



- Share your values
- Give clear responses
- Trust others



Self-Reflection

1. Do I behave in a way that builds trust?
2. If asked, would my teammates call me trustworthy?
3. Which are my strongest trust building behaviors?
4. Which behaviors should I focus on or practice more?



LESSON 5

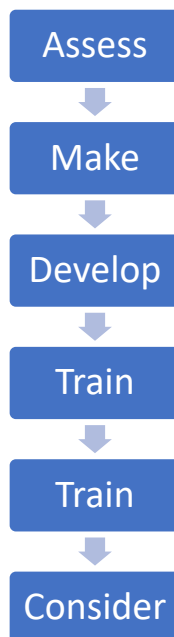


By the end of this lesson, you will:

- Understand strategic steps you can take to broadly leverage trust in your business and/or organization.



Step to Leverage Trust



1. Assess

2. Make

3. Develop

4. Train

5. Train

6. Consider



Self-Reflection

1. On a scale of 1-10, 10 being the highest, how would you rate the overall trust level in your business or organization?
2. What steps do you think would be effective in improving trust in your business or organization?
3. What help do you need?



Module 4 Personal Thought Summary

1. What is trust?
2. Why is trust important?
3. Would I be considered as trustworthy?
4. What changes can I make to improve the level of trust in my organization?

Weekly Debrief Questions or Comments

- 1.
- 2.
- 3.
- 4.

