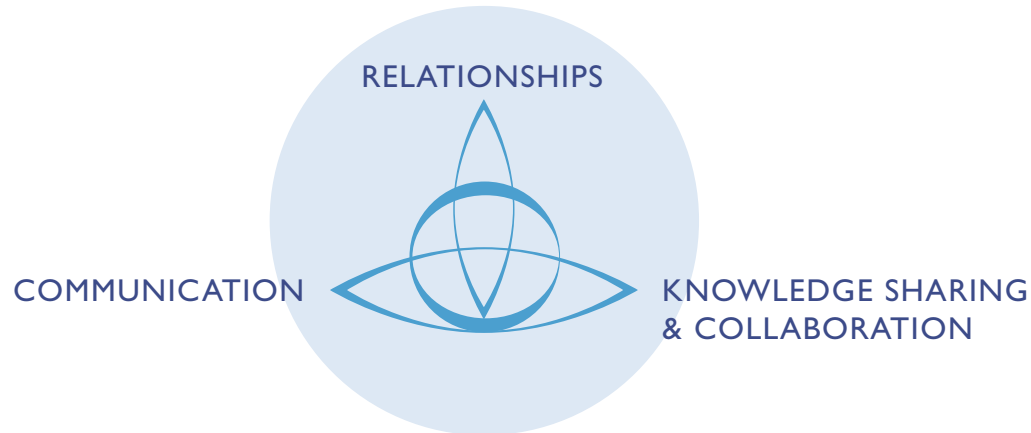


Trust in Business Model

by Noreen Kelly, Trust Matters Group

"Trust each other again and again. When the trust level gets high enough, people transcend apparent limits, discovering new and awesome abilities for which they were previously unaware." — David Armistead



Trust Elements:

Relationships:

- Trust is the great intangible at the heart of every relationship.
- Trusting relationships increase profitability, boost market value, add competitive advantage, lower costs, and provide efficiencies. Creating bonds of trust leads to higher morale, lower turnover, and improved productivity. Partnerships based on trust provide the greatest value at the lowest cost.
- Work relationships built on trust allow us to get better, faster results, with less stress.

Communication:

- Trust is all about communication.
- Trust matters in communication: trust between managers and employees, trust between people in teams, and trust on a one-on-one basis.
- Trust, the essential ingredient for effective communication, is critical for organizations in creating more open, caring and ethical cultures.

Knowledge Sharing & Collaboration:

- When we trust someone, we feel safe to share what is important to us, including our thoughts, ideas, efforts, hopes and concerns.
- Lack of trust hinders knowledge sharing and collaboration. Sharing of information in a climate of respect and collaboration leads to an increase in knowledge and understanding, and, therefore, trust. If distrust and fear are present and the culture doesn't foster trust, knowledge sharing won't occur.
- Trust is the glue that holds people together.

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Trust Imperatives

Accountability

Accept responsibility for your actions, words and decisions.
Be accountable to the same standards you establish for others.
Admit mistakes or acknowledge project missteps.

Authenticity

Engage in honest conversations.
Bring words and actions into alignment.
Demonstrate the company's values through thoughts, words, intentions and actions.

Credibility

Be trustworthy.
Walk the talk.
Inspire confidence through your actions and behavior.

Honesty

Tell the truth.
Be simple, straightforward, and consistent across the entire audience.
Share what you know, when you know it. If you don't know, say so. If you can't tell, say so.

Integrity

Follow through on commitments and promises.
Practice and promote alignment with the organization's values.
Take responsibility for your actions and act ethically.

Respect

Promote mutual trust and respect.
Be inclusive.
Acknowledge and honor people's feelings and concerns.

Transparency

Be open.
Be visible.
Disclose information as needed.