

Cultivating A Culture of Trust

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your friend in the digital age®



Leadership Model



The Five Dysfunctions of A Team, Patrick Lencioni, 2002

Members of Trusting Teams...



- Admit weaknesses and mistakes
- Accept questions and input about their areas of responsibility
- Take risks in offering feedback and assistance
- Appreciate and tap into one another's skills and experiences
- Look forward to meetings and other opportunities to work as a group

Improving Trust



- Use a personality instrument (Myers-Briggs, DISC, Social Styles, Birkman) to help team members understand one another's preferences, identify collective strengths
- Spend time together face-to-face. This includes off-site meetings, strategic planning sessions and social activities
- Share personal histories. Team members that understand one another's backgrounds are more likely to leverage their strengths
- Implement team effectiveness exercises to improve forum for exchange of feedback

Waves of Trust



- Self Trust (Credibility) - the confidence we have in ourselves and our ability to inspire trust in others.
- Relationship Trust (Behavior) – how to establish and increase the “trust accounts” we have with others.
- Organizational Trust (Alignment) – creating alignment with internal stakeholders
- Market Trust (Reputation) – establishing trust with external stakeholders and building a reputation or brand that inspires trust in the marketplace
- Societal Trust (Contribution) – building trust within society based on the principles of contribution and global citizenship that are becoming recognized as an economic, as well as social necessity.

13 Behaviors of High-Trust People



1. Talk straight
2. Demonstrate respect
3. Create transparency
4. Right wrongs
5. Show loyalty
6. Deliver results
7. Get better
8. Confront reality
9. Clarify expectations
10. Practice accountability
11. Listen first
12. Keep commitments
13. Extend trust

Dividends From A Culture of Trust



1. Increased value
2. Accelerated growth
3. Enhanced innovation
4. Improved collaboration
5. Stronger partnering
6. Better execution
7. Heightened loyalty