



Building Trust: Balancing Your Trust Account

Five Ways to Gain Trust:

- 1. Be reliable.**
 - Do what you say.
 - Keep your promises.
 - 2. Be honest.**
 - Be truthful.
 - Speak from the heart.
 - Be open with your feelings.
 - 3. Provide good information.**
 - If possible don't be vague.
 - Provide as much detail as possible.
 - Don't omit information.
 - If you can't be open, say so.
 - 4. Keep confidences.**
 - If you slip and tell something you shouldn't have, admit it to them right away.
 - No gossip allowed!
 - 5. Show your integrity.**
 - Be loyal.
 - Keep strong ethics.
 - Demonstrate competence.
 - Don't choose sides.
 - Be both objective and fair.
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Maintaining Trust:

- 1. Encourage independent thought.** Let your team know that it won't be penalized for making mistakes.
 - 2. Encourage involvement.** Make recommendations instead of issuing commands, and ask for the team's input.
 - 3. Learn from mistakes.** Don't just point out mistakes. Take the time to sit down with your team and discuss how the mistake occurred. Brainstorm with the team how to avoid a similar error in the future.
 - 4. Let your team solve problems.** If possible, allow the team to solve problems on its own and offer guidance only when asked.
 - 5. Recognize success!** When employees meet or exceed expectations, praise and/or public recognition should be given. This helps build goodwill and loyalty.
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Rebuilding Trust:

- 1. Acknowledge what happened.** Make the time and effort to acknowledge the circumstances that caused the break and why it took place. Get it out into the open.
- 2. Acknowledge everyone's feelings.** Allow your employees to feel the way they feel, and give them an opportunity to voice their feelings. Then, you can address the issues.
- 3. Re-frame circumstances.** Re-framing the circumstances into a larger context can help everyone to understand what led to the breach of trust.
- 4. Take responsibility.** Even if the breakdown of trust wasn't caused by you, you do have a role to play in restoring it.
- 5. Forgive and move on.** If you have made things as right as you can, it's time to let it go and move forward.