12 Actions to Build Trust

1. Always Stay in the Trust Zone – “Above the Belt”
   ◆ Don’t Respond to distrustful situations with equally or more despicable action. It just triggers more Distrust

2. Stay in “Honorable Purpose”
   ◆ Your Means & Ends must both be Noble; If not, reconsider what you are doing
   ◆ Put the Greater Good at least on a par with your own interests. “What’s in it for me” is only half the equation – What’s in it for US is equally important

3. Keep Your Honest & Integrity
   ◆ Act Honestly; Do what you say you’ll do
   ◆ Make Win-Win the minimum you will settle for

4. Ask Questions, Listen Carefully
   ◆ Be an inquirer; Be curious; Understand First
   ◆ Listen with head & heart, without being judgmental.
   ◆ Determine what obstacles are in the way.

5. Be a Champion Committed to a Vision Larger than Fear
   ◆ Lead with Vision & Purpose,
   ◆ Stand true for the higher aim

6. Seek Solutions, Not Blame
   ◆ Keep focused on Root Cause
   ◆ Don’t be a Blamer, Whiner, Gossip, or Victim

7. Be Collaborative, Engage Others
   ◆ Find ways to bring others into your work
   ◆ Give others the credit they deserve
   ◆ Empower others to do great things
   ◆ Celebrate victories & mutual achievements – Have some fun!

8. Don’t Tolerate Unethical, Distrustful Behavior
   ◆ If Someone Acts Dishonorably, Confront it directly & quickly. All distrustful behavior must have “consequences.
   ◆ When Distrust is without Consequences, it Reoccurs Soon

9. Respect Others, Apologize when you Mess Up
   ◆ Be Humble of Heart, we all make mistakes
   ◆ Don’t Use Fear & Intimidation; Fear only begets more Fear & Anger
   ◆ Don’t threaten or act out of anger or revenge

10. Measure & Reward Trust
    ◆ Recognize & Promote those who act with Honor & Integrity & Support Teamwork

11. Be there for Your Team
    ◆ People need to know you’ll be there for them, especially in tough times

12. Trust First – But Wisely
    ◆ Unless You have a good reason to Distrust someone, it’s better to start from trust, but lay out your operating principles, and learn theirs
Leadership & Culture Compass
Fundamental Drivers of Human Behavior

It’s Essential to know & manage key drivers

- Which Drivers are Predominant?
- Which Drivers are Subordinate?
- Which Drivers are Supportive?

Source: Paul R. Lawrence
Harvard Business School

Darwin: Survival of the Collaboratively Adaptable
Spencer: Survival of the Fittest
See: www.TheDarwinProject.com
www.prlawrence.com
Spectrum of Trust

Trust Palette

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