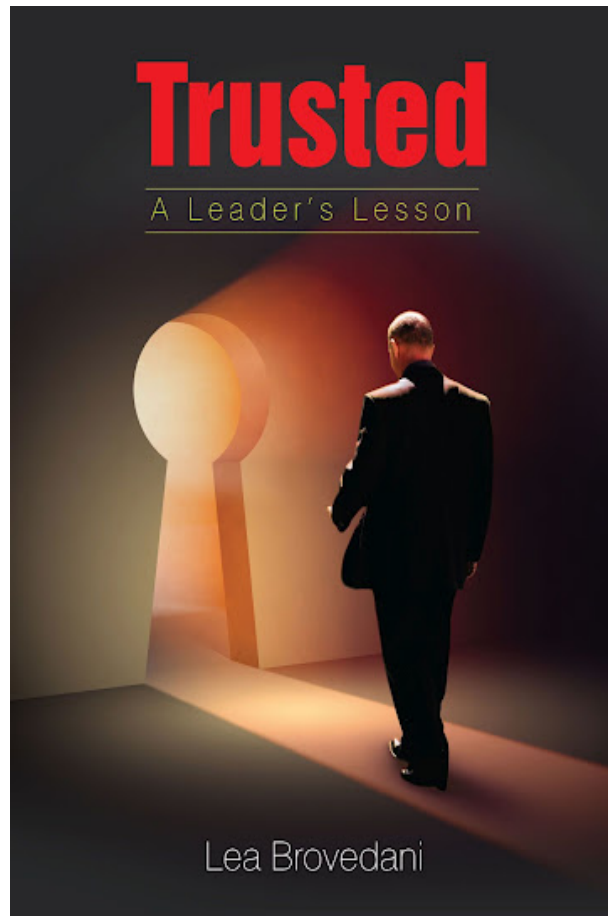


Building More Trust At ASBA



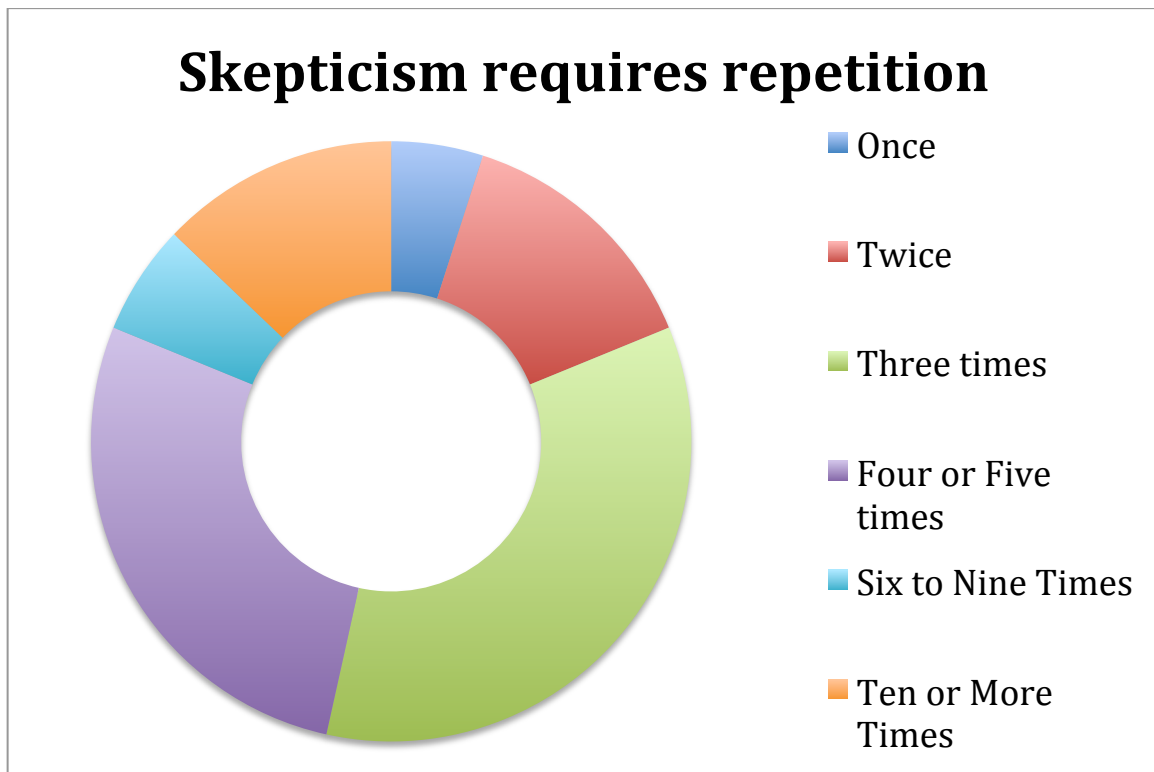
Lea Brovedani
June 3, 2014
www.leabrovedani.com

According to The Great Place To Work Institute, www.greatplacetowork.ca great workplaces are built through the day to day relationships that people experience. The key factor in these relationships is TRUST.

A great workplace is one where:

- They trust the people they work with
- Have pride in what they do
- Enjoy the people they work with

How many times do you have to hear something before you believe it? According to the Edelman trust barometer, we need to hear things an average of 3 to 5 times in order to believe and trust it. How does that affect how you communicate?



In research on trust it was proven that negative emotions damage trust. Emotions such as anger, sadness or guilt decrease our trust quotient. For Trusted Leaders this is important information when we are trying to build trust. We can see that the constant barrage of bad news can have a very negative effect on the trust within our constituents. This does not mean hiding bad news from them, quite the opposite. But it does tell us that we have to counter the bad news.

How do we give bad news and still stay trusted? Follow these rules:

1. Explain why a particular action was taken, especially when communicating unpleasant or unwelcome news.
2. Find different ways to repeat the message but be consistent
3. Listen
4. Be realistic. Don't overpromise
5. Be accountable – as difficult as it can be admit mistakes.
6. Be authentic
7. Don't spin
8. Show empathy
9. Make sure it is timely
10. Whenever possible, provide opportunities for face to face interactions.

The 5 c's are:

- Caring
- Commitment
- Consistency
- Competence
- Communication

Think of an example where you need have your message trusted? What is happening?

What do you believe are the feelings of others? How do you know?(Caring)

Commitment (How much effort are you willing to put in? What will you do?)

Consistency (How will you give them the message 3 – 5 times and maintain consistency?)

Competence (How will you show your competence?)

Communication (What is your communication plan?)

How will you use what you've learned today? How will you build trust with colleagues and your community?