

Change Moves at the Speed of Trust

How to Build a Resilient Culture that Lasts

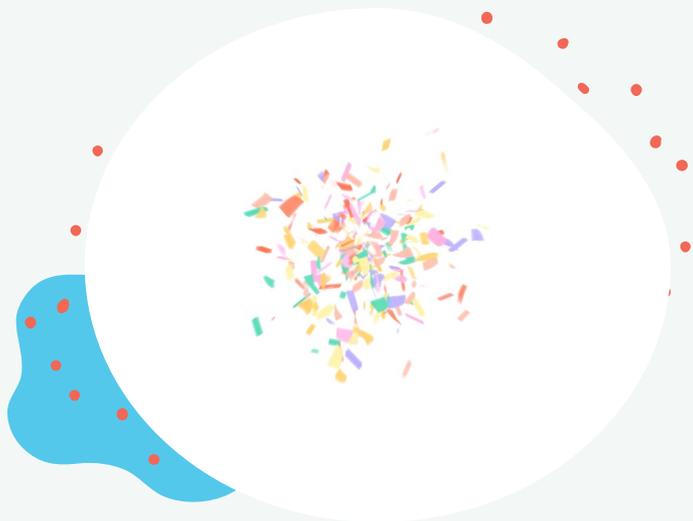


Ground Rules & Expectations

- Be **present**
 - Eliminate distractions as much as possible
- Be **engaged**
 - Ask questions & participate
- Be **open-minded**
 - Everyone has something to learn, everyone has something to teach.
- And last, but not least...



LET'S HAVE SOME FUN!

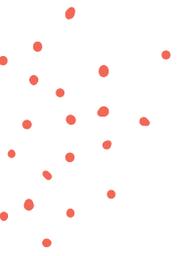


WHY are we here today?

To talk about TRUST!

- What it is
- Why it's important
- How to build it
 - Equip you with a practical framework to build & scale trust!





Trust



Trust



- Trust isn't something that magically appears.
- Trust doesn't happen by default. It happens by **design**.

Trust is Built by Behaviors

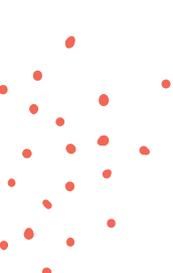


- Behaviors build trust.
- Behaviors break trust.
- Trust is a set of **learned** behaviors!

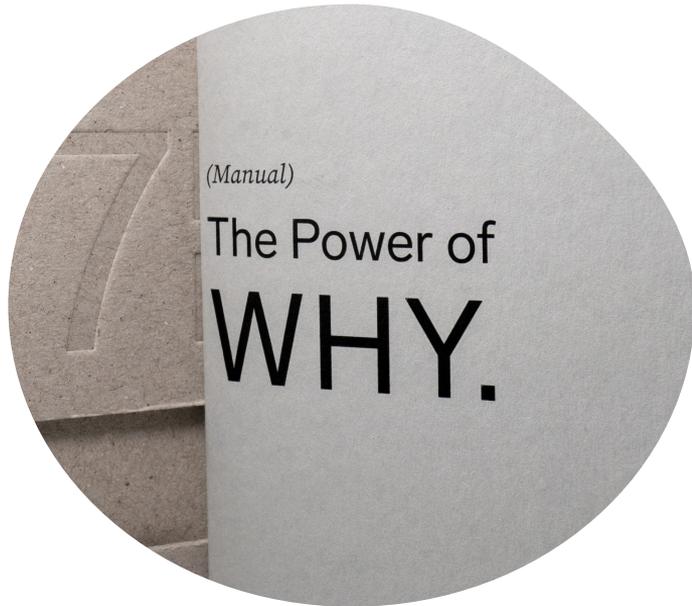
Think of someone you Trust



- Who is one person you trust?
- What do they do that builds trust with you?



Let's talk about the WHY...



Why is trust important?

Trust

“A lack of trust affects the bottom line more than anything else.”



“**Change moves at the speed of trust.**”

1. Make trust the most important asset for your business

Trust has never been more valuable, and the year ahead will only make that

“We’re entering an era where trust will mean 10 times what it meant in 2023,” says Michael C. Bush, CEO of Great Place To Work. Companies will

start showing an increased interest in how well they did in 2023,” says Michael C. Bush, CEO of Great Place To Work. Companies will have to prove they are doing things to make the planet better, that they are adopting and launching new technology in a responsible and ethical manner, and that they can be trusted to wield their growing influence transparently and ethically.

Not only will trust matter in the current moment, but people will question if they can trust companies for the coming decade as new technology drives a radical transformation of life. “It’s going to be a commitment,” Bush says.

When compared to low-trust companies, leaders at high-trust companies report:

50%

Higher Productivity

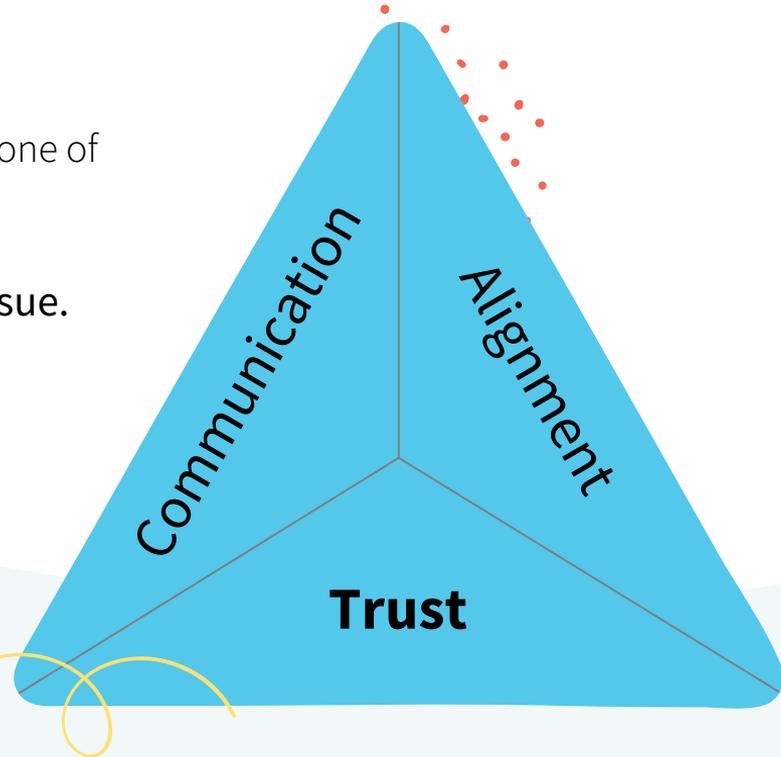
76%

More Engagement

Strong Organizational Cultures are built on a Foundation of:

If you have a culture problem, it's one of these 3 things.

90% of the time, it's a trust issue.



I love numbers...

People at high-trust companies report:



50% Higher productivity

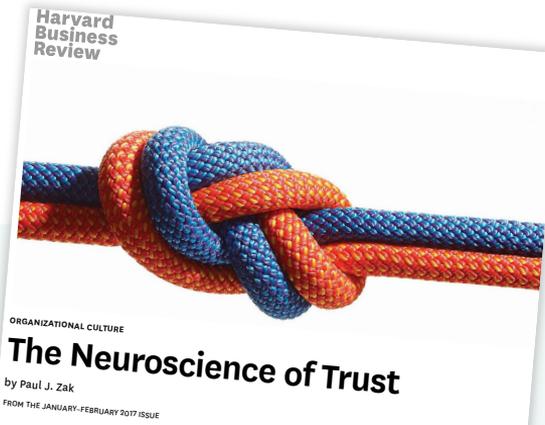
76% More engagement

29% More satisfaction
with their lives

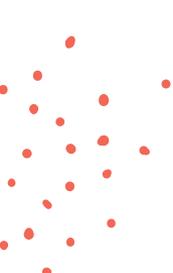


74% Less stress

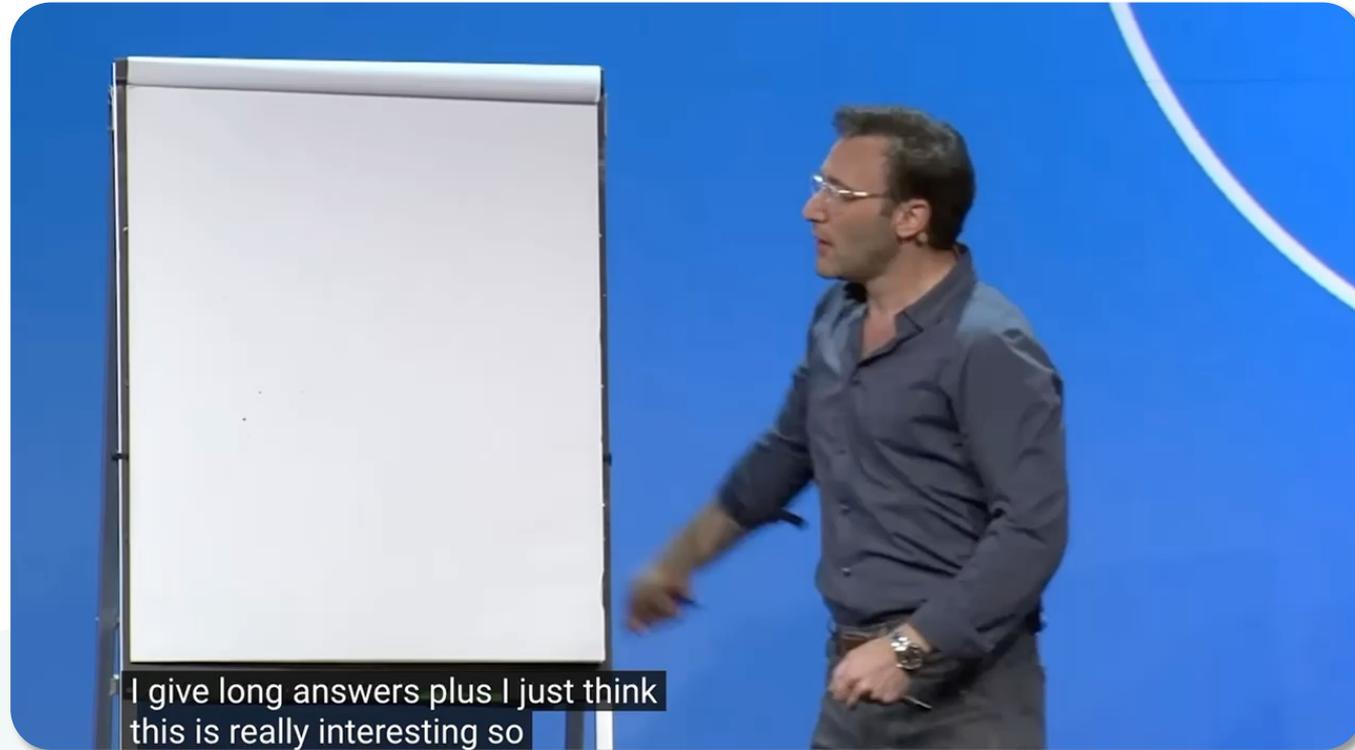
40% Less burnout



Source: HBR - The Neuroscience of Trust



Trust vs. Performance

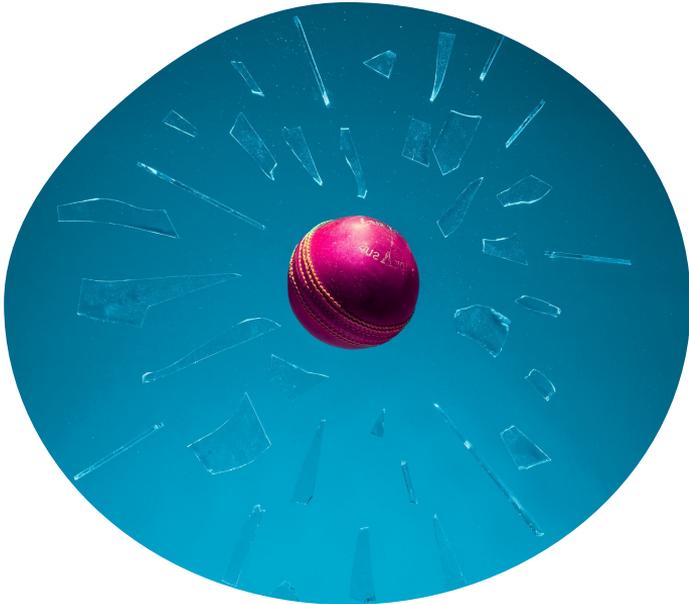


What does trust feel like for you?



Let's take a walk!

What behaviors **BREAK** trust on teams?

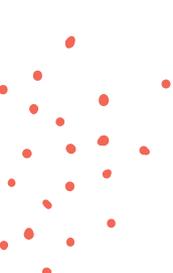


In small groups discuss behaviors that can break trust on teams.

So, how do we BUILD trust?



How do we intentionally build trust to become a high-performing team?



The 5 Core Trust Behaviors:



CONNECT



CREATE SAFETY



COMMIT



BE CLEAR



CELEBRATE





CONNECT

Core Behavior #1: Connect

We trust people we feel connected to.

At its core, trust is about relationships & relationships are built through genuine, meaningful connections.

We trust leaders & teammates who **demonstrate** that they care about us on a personal & professional level.

When I feel **seen, heard, & valued** – I trust you.





CONNECT

What everyone wants:





What everyone wants



All people share the same desire:

1. Do you **see** me?
2. Do you **hear** me?
3. Does what I say **mean** anything to you?



Seen + Heard + Valued



All people share the same desire:

1. Do you **see** me?
2. Do you **hear** me?
3. Does what I say **mean** anything to you?

You can do this through
genuine, authentic
connection!



What does this look like in action?

- Talk to people!
 - Eliminate distractions & be present
 - Be curious & ask powerful questions
 - Listen to understand
- Have 1:1's
 - 60% of employees say that 1:1's build trust faster than any other action

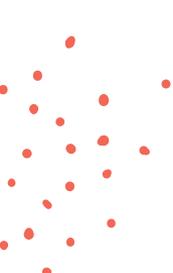




What does this look like in action?

- Remote tip: use Video & Audio messages
 - Human connection is crucial when working remotely
 - Send videos/audio messages back & forth instead of defaulting to written messages
 - Hearing tone & sensing energy increases feelings of connection





The 5 Core Trust Behaviors:



CONNECT



CREATE SAFETY



COMMIT

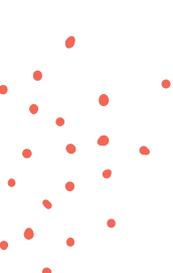


BE CLEAR



CELEBRATE





The 5 Core Trust Behaviors:



CONNECT



CREATE SAFETY



COMMIT



BE CLEAR



CELEBRATE





CREATE SAFETY

Let's play a game!

“

*I have an idea to
improve employee
engagement...*





Look for the 10%





Core Behavior #2: Create Safety

We trust people we feel emotionally & psychologically safe with.

When we feel safe, we speak up, admit mistakes, ask for help, share ideas, & get to be ourselves.

We give our all & our companies thrive as a result.





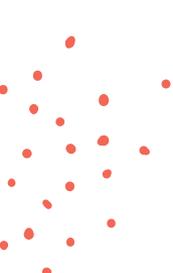
What does this look like in action?

- Model safety by being vulnerable



- Ask “What happened?”
 - vs. “What did **you** do?” or “**Who** did this?”
- Assume positive intent
 - Assume people are kind, fair, & trying their best with the information they have available.





The 5 Core Trust Behaviors:



CONNECT



CREATE SAFETY



COMMIT



BE CLEAR



CELEBRATE





Core Behavior #3: Commit

We trust people when they do the things they say they're going to do.

Reliability & follow-through!

One of the fastest ways to destroy trust is to make commitments that you can't keep.

What's your Say:Do ratio?



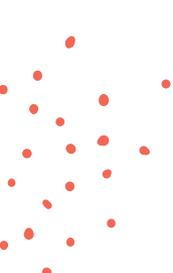


What does this look like in action?

- Do what you say you're going to do!
 - Commit to do something & follow through with it.
 - Whether for a client, teammate, or yourself, make it happen.
- If you determine it can't be done, or you need help, **communicate ASAP** so your team can pivot & have the opportunity to support you.



**Remember you are Human.
Don't set unrealistic expectations
or overcommit.**



The 5 Core Trust Behaviors:



CONNECT



CREATE SAFETY



COMMIT

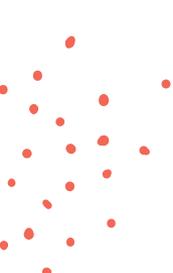


BE CLEAR

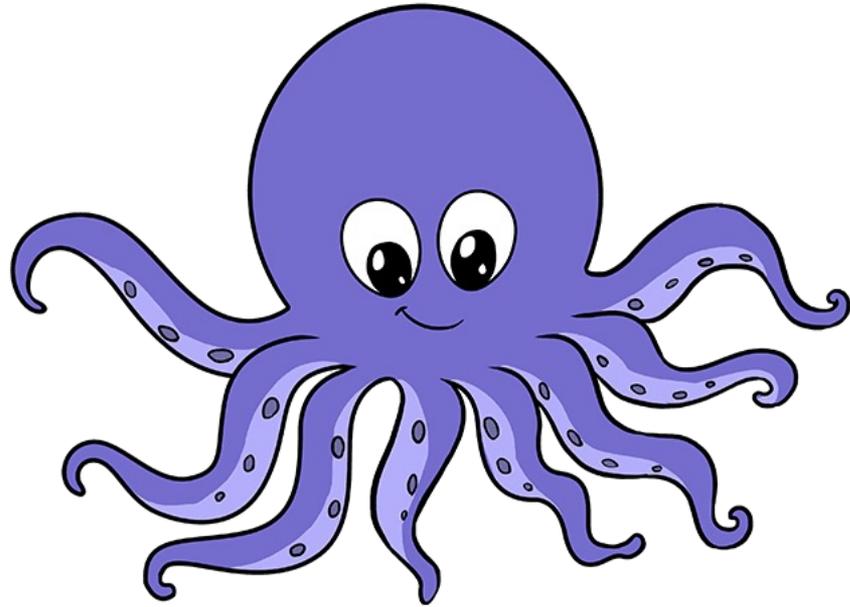


CELEBRATE





Let's Play the Octopus Game!

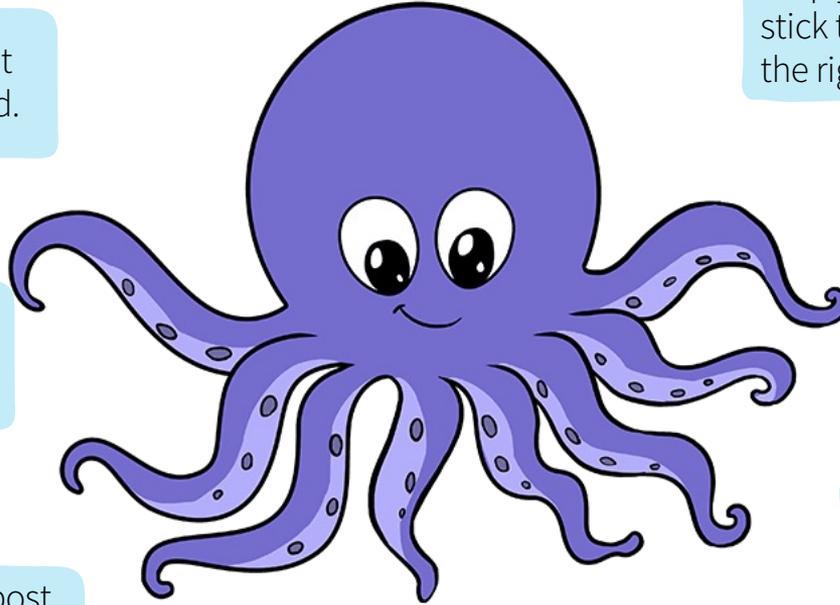


Let's Play the Octopus Game!

Don't let the post-it note hit the ground.

Don't let your partner walk into anything!

Make sure their post it note doesn't touch another post-it note.



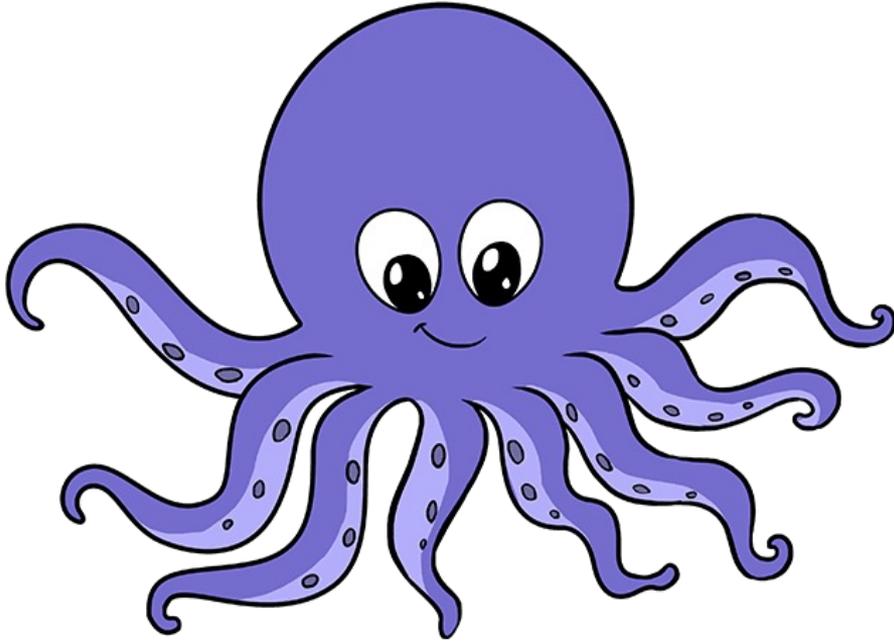
Help your partner stick the post-it in the right place.

Don't forget to communicate, they don't know these rules!

You only have 30 seconds to win the game.

We're all in this together, we got this, Team!

Let's Play the Octopus Game!



- Help your partner walk to the octopus & place their post-it note on one of the arms.
- Make sure to not let the post-it note touch another one!
- Be your partner's eyes, make sure they don't run into anything or anyone.
- Good luck, team!



Core Behavior #4: Be Clear

We trust people who are clear, & consistent, with their words, intentions, & actions.

Ambiguity & confusion in all forms lead to distrust:

- Expectations, priorities, goals, requests, processes, deadlines, roles & responsibilities, ownership areas, & boundaries.

30% of the day is wasted because people aren't clear on who owns what, & what they are supposed to be working on.



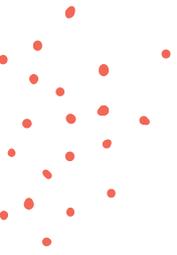


BE CLEAR

What does this look like in action?



- Be clear & transparent with your expectations
 - They exist no matter what!
- Communicate your why/the purpose behind what's being asked
- Take ownership to gain/ensure clarity



Betty!

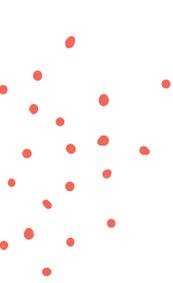


BE CLEAR



BETTY





BE CLEAR

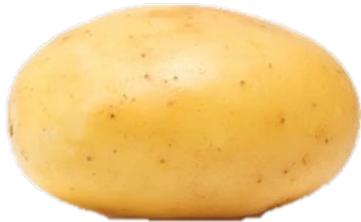
My Brunch Order





BE CLEAR

“Will you repeat back to me what you heard?”





Clarity is co-owned

Communication is complete when the other person has **understood** you & their **behaviors** are in alignment with the desired result.

“

*The single biggest problem with communication is the **illusion** that it has taken place.*



George Bernard Shaw





Clarity Questions to Ask:

- Will you repeat back to me what you heard?
 - I want to make sure I communicated it properly!
- What's most important about this, for you?
- What is super clear about this expectation? What could be clearer?



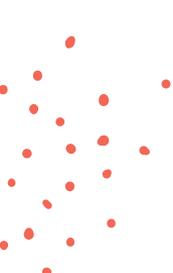


Clarity Questions to Ask:



The Trifecta

- What is one thing that **excites** you about this?
- What is one thing that you're **hesitant** about?
- What is one **question** you have?



The 5 Core Trust Behaviors:



CONNECT



CREATE SAFETY



COMMIT



BE CLEAR



CELEBRATE





Core Behavior #5: Celebrate

We trust people who *believe* in us & our abilities, & want us to be successful.

We trust those who **demonstrate** that they recognize, appreciate, & celebrate what we do & who we are.





What does this look like in action?

- Model the behavior & be the one to celebrate others.
- Be specific – share the **behavior** that the person is doing that you think is amazing.
- Celebrate the **steps**, not just the results.
- Ask: In what way(s) do you like to be recognized?
 - Celebrate them in the way *they* most like!

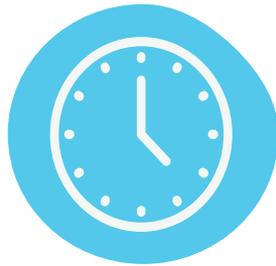




5 Languages of Appreciation in the Workplace



**Words of
Affirmation**



**Quality
Time**



**Acts of
Service**



**Tangible
Gifts**



**Physical
Touch**

Ask a friend!

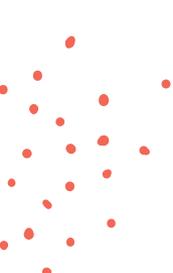
Turn to the person next to you & ask *“In what way(s) do you most like to be recognized?”*



Make this question common language



- Ask your team in 1:1's how they like to be recognized/celebrated, & remember!
- Send them a quick message
 - *“Hey John! I’m working on being better about recognition on our team. I would love to know, in what ways do you like to be valued?”*
- Make it part of onboarding.



The 5 Core Trust Behaviors:



CONNECT



CREATE SAFETY



COMMIT

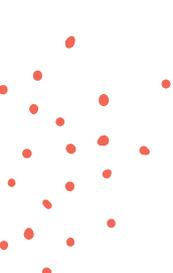


BE CLEAR



CELEBRATE





Consistency is Key

All of these need to be done consistently to build trust:

- Connect
- Create Safety
- Commit
- Be Clear
- Celebrate



The Trust by Design Framework

5 CORE TRUST BEHAVIORS



CONNECT



CREATE SAFETY



CELEBRATE



COMMIT



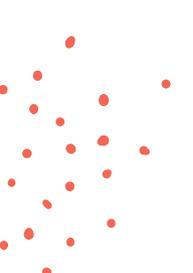
BE CLEAR

+

CONSISTENCY

=

Scaling Trust!



Let's make this Actionable!

“

You do not rise to the level of your goals. You fall to the level of your systems.



James Clear

Trust Action Plans

Trust by Design Action Plan

Write down one thing you will do to live this behavior with your team.



CONNECT - We trust people we feel genuinely & authentically connected to.



CREATE SAFETY - We trust people we feel emotionally & psychologically safe with.



COMMIT - We trust people who do the things they say they're going to do.



BE CLEAR - We trust people who are clear with their words, intentions, & actions.



CELEBRATE - We trust people who believe in us & our abilities, & want us to be successful.

Reflect:

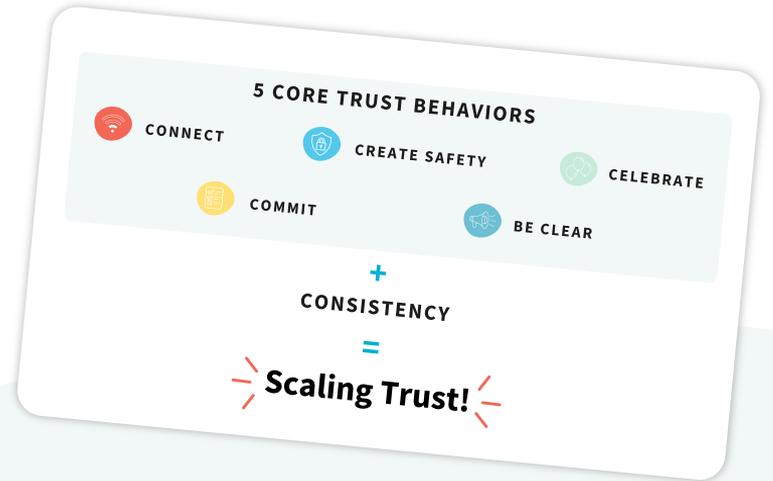
Which one are you personally best at?

Which one do you most want to work on?



Reflect & Share:

- Which one are you **BEST** at?
- Which one do you **WANT** to work on?
- If your organization had to choose **one** of the 5 Trust Behaviors to work on, which one do you think would drive the most **impact**?



My Call to Action:

- Talk about trust with your team
- Ask & Share:
 - What behaviors build trust for you?
 - What behaviors break trust for you?
- Commit to team behaviors that will build trust.



- Talk about what you as a team will do when trust inevitably breaks.



CONGRATULATIONS! YOU MADE IT!



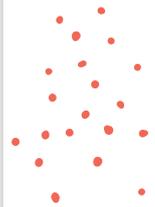
Commitments & Takeaways



- What was your biggest learning?
- What is **one thing** you commit to putting into action from this workshop?



**YOU'RE
AMAZING**



HELLO!

Leah Roe, Founder
Leadership Coach
Culture Consultant

email  
leah@choosetheperk.com

call me 
(630) 945-0839

THE PERK  **want to know more?**
www.choosetheperk.com



**Connect with me
on LinkedIn!**

