



Competencies that are addressed:

PRIMARY COMPETENCY CATEGORIES:

• Interpersonal Skills—

Displays a consistent ability to build solid relationships of trust and respect inside and outside of the organization.

• Professionalism—

Projects an image of maturity and integrity that creates credibility.

RELATED COMPETENCY CATEGORIES:

• Values—

Guided by a personal code of ethics. Demonstrates a strong sense of integrity by working in accordance with their personal values.

• Leadership—

Drives business results by aligning the vision, mission, and values to enhance business value. Is able to enlist the willing cooperation of others, while tapping into their highest skills and abilities, to achieve desired results.

Build Trust, Credibility, and Respect

SUMMARY

This module looks at the relationship between trust, credibility, and respect and provides principles and tools for restoring broken trust and building a trust-driven work environment.

CONTEXT

Some statistics say that a staggering 40% of employees don't trust management—and without trust, employees feel a sense of uncertainty, insecurity, and worry that creates a barrier to effective performance.

With our current business reality and global economy revolving around relationships and partnerships, the ability to establish, cultivate, and restore trust with our colleagues, employees, vendors, and customers is an essential leadership capability. In addition, demands for talented workers are on the rise and competition to hire and retain the best is increasing. There's a growing need to build trust in your organization and to find ways to engage your employees more fully so they might resist the temptation to "jump ship" to a company that offers a more rewarding and trusting work environment.

At the completion of this module, participants will be able to:

- Understand the relationship between trust, credibility, and respect
- Apply principles to cultivate a trust-based work environment
- Minimize trust-busters and restore broken trust

"Building and earning the trust of employees should be seen as a business priority for organizations. Organizations that cultivate a sense of trust from their employees will see a return in improved retention rates and productivity."

—Susan R. Meisinger, President and CEO of SHRM
(Society of Human Resource Management)