

TRUST Accelerates Results

INSPIRATION FOR SUCCESS – December 08

‘The moment there is suspicion about a person’s motives, everything he does becomes tainted’ Mahatma Ghandi

I hope you are well. To those who managed to see last months video, thanks for your feedback. It was pretty amazing. Unfortunately BMI who owned the rights to the music used had it removed from You Tube. Sorry to those who did not manage to see it. This seems very sad considering it was of a man, born with no arms and legs inspiring groups of school children about overcoming adversity. I wrote to BMI to share my views on the impact of this on their brand, however, I am not confident of a response!

This leads to talking about **Trust** which means ‘confidence’. Trust is a core value for us, which was reinforced by reading Stephen MR Coveys book ‘The Speed of Trust’. For some of you, who have been through recent corporate workshops with me you will know how important I think this component is to business success. As Tom Peters says ‘...adding trust is the issue of the decade’.

Having found a UK trust pole for 2006; people trusted journalists (19%), politicians (20%), Business Leaders (31%) and Doctors (92%). The latter being very pleasing for my wife whose profession is continuously hounded by the media and government. If we are not seen as trustworthy then people discount what we say. If people trust us highly they give a premium to what we say. High trust companies and high trust people achieve significantly better results than lower trust. Trust impacts the quality of relationships with customers, business partners, team members and our personal relationships with friends and family. However, be aware we can spend a lot of time building trust and lose it very quickly. Examples such as disgraced business leaders, politicians and a recent quote I read come to mind ‘ it took me 20 years to build a trusting marriage and only a few minutes to destroy it’ !

Please find below a one page summary that I have compiled for you of the key components of trust. This is well worth personal and business reflection. Have a fantastic Christmas and New Year.

Wishing you success always

Chris Cooper
Managing Director

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TRUST

(source: 'The Speed of Trust' by Stephen MR Covey)

Trust always starts with you. If you cannot trust yourself others will not trust you. We must continuously develop our integrity, have good intentions, grow our capabilities and deliver results to be seen as highly trustworthy. It is worth noting that people tend to judge themselves by their intentions, however, others will always judge you on your behaviour ie what they see.

13 High Trust Behaviours:

1. Talk straight – be honest no bulls**t!
2. Demonstrate respect, fairness, kindness and civility.
3. Create transparency – by being open with your intentions.
4. Right wrongs – go the extra mile if you have made a mistake. People stay mad when they are owed an apology and do not get one. However, making lots of effort to resolve the issue can actually increase trust.
5. Show loyalty – give credit to others. When things go well look through the window and give credit to others rather than shining in it yourself. When things go badly look in the mirror and decide what you could have done better.
6. Deliver Results – if you deliver, people will trust you more.
7. Get Better – learn from mistakes, invest time and resources in developing your character and competence.
8. Confront Reality – deal with the tough issues head on rather than avoid them.
9. Clarify Expectations – create shared vision with others.
10. Practice Accountability – hold yourself accountable first rather than others.
11. Listen First – listen and understand. Continually talking first is defined as ego driven behaviour.
12. Keep Commitments – if you say you are going to do something do it. Never make a promise you cannot keep others will always remember it.
13. Extend Trust – 'Trust men and they will be true to you; treat them greatly and they will show themselves great' Ralph Waldo Emerson.

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