

Encouraging Your Culture To Be Trusting

By Jay Rohman

Trust is the glue that binds organizations and persons and it must be important to you and your organization. When we think of trust we consider the ability to be able to rely on the actions or behavior of an individual or an organization. It is the firm reliance on the integrity, ability, or character of that person or thing that we are in relationship with. Trust is a two way street. In order to cultivate a culture of trust, it requires each individual to give 100% in attaining that goal.

If you are experiencing a feeling that there is a lack of trust in a relationship, whether it is in a personal or professional capacity, there are three important steps that you can take to make the situation better. But YOU are the one that must take responsibility for taking these steps. For trust to manifest in any type of relationship, you must become a person worthy of trust, thereby encouraging the other person to act in a trustworthy fashion. This is true for organizations as well. An organization is made up of individuals. An organization and the way they behave in regards to trust can be changed one person at a time. The benefit to your organization of a trusting culture will always be increased productivity, reduced costs and reduced employee turnover.

Here are three important steps that you can take to encourage a culture of personal and organizational trust.

1. Be Open. Be willing to listen to the ideas of other people and really look to see if they have any merit. Understand that each person has their own unique way of looking at things and that your way is not the only way. Learn to accept people for who they are and where they are at in life. Respect them and their ideas. The quickest way to shut down trust is when we are closed minded and unwilling to view a situation from other angles. We are then considered to be closed and rigid and are more likely to reject anything that is not in line with our beliefs. The mere act of being open to listen creates a powerful atmosphere that is conducive to creating a culture of trust.

2. Build Relationship. People like to have friends. They want to surround themselves with people that have like values and make them feel good. They want relationships that will encourage them and build their self esteem. If you want to build a culture of trust, you must spend time building relationship with people so they feel comfortable trusting you. For you to be successful you must be consistent in your actions and transparent in your interactions. People need to depend upon how you will react in any situation. They also need to know that you have no hidden agendas in regards to the relationship that you are building with them.

3. Take Risks. One of the biggest risks that you can take is placing your trust in another individual or organization. With that in mind it is easier to understand that the biggest risk another individual or organization can take is to place their trust in you. That is why it is so important that you step out and take the risk to trust. At the same time, you need to communicate the risk that you are taking. Let them know that you may have some reservations because of some past experience that occurred either involving them or someone else. By bringing this out in the open, they are better able to judge your actions and behaviors and understand why they are occurring. Also by communicating your feelings, it puts them on notice that if they want this relationship of trust to succeed then they too must act in a trustworthy manner. We can feel that by sharing our fears and hopes can be taking a risk. We tend to feel vulnerable and open to being taken advantage of. But if we truly want to encourage that culture of trust we must take that risk.

Building a culture of trust is not always an easy task. Often times, your efforts will be fraught with pain and disappointment. Others may not know how to trust or how to be trustworthy. We will have to teach them by our own example. But the joy and long term benefits that you will experience by encouraging a culture of trust will far outweigh any of the negative that you encounter along the way.

To receive your free copy of *My 10 Secrets to Building a Culture of Trust*, send an e-mail request to me at jay@encouraging101.org

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