

TRUST

One essential thing your team needs to thrive, now more than ever.

The COVID-19 pandemic has taught us many things and has potentially revealed an ugly truth—maybe even among your team: Most companies fail in building trusting work relationships.

With the sudden transition to work-from-home, many managers settled into an uncomfortable rhythm of trying to control and monitor their employees more closely than they did in the past, signaling a lack of trust.

So why is trust so important? According to Forbes, trust is essential to true collaboration, which in turn leads to the type of innovation we all crave.

1 IN 2 EMPLOYEES

say that trust impacts the most important factors of their daily work experience, including mental health (55%), career choices (58%), and sense of belonging (64%).

Low trust also limits our talent pipeline:

1 IN 5 EMPLOYEES

studied say they did not make a referral for an open role at their company because they did not trust their company.



Eager to learn more? Watch Brene talk on BRAVING.

No matter if you're the manager that displayed a lack of trust or if you're the employee who was on the receiving end, there is hope. According to Brene Brown, **trust isn't built in grand gestures, but in the small moments that people treat what is important to you with care**. Trust is built intentionally and over time. Brown uses the acronym BRAVING to define trust. **(Continued on next page)**



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BRAVING

DEFINING TRUST

Boundaries

It's essential that we are clear about our boundaries so others can understand and respect our limits. It's also important that we understand the boundaries of others so trust can flow both ways.

Reliability

Keep your word. It is important for both sides to do what they say they're going to do repeatedly. At work, this means knowing our limits and enforcing them so we don't bite off more than we can chew.

Accountability

We trust people who own up to their mistakes, apologize, and make amends. But others can only do that if we allow them. If we immediately write someone off when they make a mistake, or stop talking to them, we don't give them a chance to step into their accountability. Remember: this works both ways. We, too, need to acknowledge our mistakes, say we're sorry, and try to patch things up.

The Vault

We cannot trust someone if they share our personal information with others without our permission. By the same token, we need to hold the secrets, stories, and information of other people in confidence so they can trust us.

Integrity

This means choosing courage over comfort. It's choosing what's right over what's fun, fast, or easy. More than just naming our values, we must live according to them.

Non-judgment

It is important to be vulnerable with someone without being judged by them, and to allow them to be vulnerable and not be judged by us. This is hard because we tend to be better at giving help than asking for help. You cannot judge yourself for needing help, but not judge others for needing your help.

Generosity

A relationship is only a trusting relationship if you can assume the most generous thing about one's words, intentions, and behaviors, and then check in with them about it. This means, if we make a mistake, others will be upfront about it while also assuming we had good intentions.

It's important to look inside, both at yourself and your team dynamic. Start building trust today by initiating open dialogues and taking a pulse on team sentiments. Honesty will push the door open for progress; intentionality will breed the trust your team is craving.



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