

CAREERBLOOM

## 8-Part Masterclass Series Building Trust

Trust begins with your intent.  
"The most sublime truth is that to convey good  
intent you must have good intent."

Welcome to execution plan #4 in our 8-part  
mastermind series. Today's topic is Building Trust.

**This advanced communication course will cover:**

- The 4 actions you must take to earn trust
- 3 strategies for trusting your team members
- 7 Tips for boosting the trust level on remote teams

### A Story We Love

*A woman was on a flight home from a business trip. After a few hours, the pilot advised everyone to fasten their seat belts for turbulence ahead.*

*As the plane entered the storm, thunder and lightning filled the sky. Within minutes the plane felt like a small toy being tossed about. The passengers became more upset with every bump. The woman looked around - some were crying, others were praying.*

*But then she saw a little girl who seemed unfazed. She was reading a book! Everything in her small world was calm and orderly. As the plane rose and fell with frightening severity and all the adults were scared to death, this child was completely fearless.*

*When the plane landed, the woman had to speak to this amazing girl. She asked why she hadn't been afraid.*

*Without pause, the girl replied matter-of-factly, "My dad is the pilot and he told me it would be okay."*

*When the storms close in, do your colleagues trust that you will carefully guide and land them in a safe place?*

## 4 Actions That Earn Trust

When you're a trustworthy person, people have confidence that you'll do what you say you'll do. Just like the pilot in the story. But how do you gain that level of trust?

It's about aligning your words with your actions - consistently and over a long time. Let's talk about the four actions you must take, day after day, to earn the trust of your colleagues or team.

1. **Keep your promises** - Whether it's finishing a report by the deadline or sending that key piece of information, you must follow through. Think about how you felt when someone dropped the ball. It probably took a long time for you to trust them again, if you ever did. If you can't keep your promise, tell the other person, and explain what you're going to do instead.
2. **Don't contradict yourself** - Imagine your boss just talked about the importance of learning from mistakes and then complained about a coworker's errors the next day. Would you trust their words again? Make a conscious effort to "practice what you preach."
3. **Advocate for your team and "non-negotiable" items** - This is especially important for leaders. You'll earn trust quickly if you stand up for what matters most to your team. Take time to understand which issues are non-negotiable, and then do everything in your power to advocate for their position. Even if you hit obstacles, they'll know you're trying, and most importantly, you're "on their side."

## How to Trust Your Team

You may not trust your team members right away, and that's normal. People make mistakes, they lose focus, and let you down. But that doesn't mean you can't ever trust them. Here are three ways to build up your colleagues - so you can trust they'll do a great job.

### Set clear expectations

- a. If a team member isn't doing quality work, make sure they understand exactly what you need.
- b. Walk them through your corrections, offer examples of what you want, or create a checklist they can use for a final review.
- c. Help them raise their level of competence.

### Provide coaching and mentoring

- a. Invite a team member to observe or participate in higher-level meetings with you.
- b. Debrief afterwards to talk about professional demeanor, public speaking skills, and anything else that would give you confidence that they could represent your organization

### Meet regularly one-on-one

- a. When you stay in communication, your employees will be less likely to get off track or fall behind.
- b. Use this time to create a non-judgmental atmosphere where they can bring questions or concerns forward, so you have more opportunities to coach and teach.

## Reminders for Remote Teams

Building trust in a remote work environment is critical. With so many workers shifting to a home office for the first time, cultivating trust should always be top of mind. Pin these reminders where you'll see them to make it a priority.

### Reminders for Managers

1. **Communicate clear outcomes** - When you define what the end result should be and how to get there, you can trust that your team members are focused on the right priorities.

**Define team roles** - Even when you've communicated the outcome, there are often multiple team members working toward the same goal. Clarify the tasks assigned to each

2. person and what to do if there is a cross over in roles and responsibilities. Is everyone clear on their roles and responsibilities?
3. **Schedule individual check-ins** - An ideal one-one-one meeting structure allows you to:
  - Build relationships with your direct reports
  - Conduct creative brainstorming and get/provide a status update
  - Address professional development

### Reminders for Team Members

1. **Be honest** - We all want to give the impression we're competent and dependable. But sometimes, life happens. And it's easy to hide problems when you're not in the office. Instead of waiting until it's an emergency, tell your manager you need help.
2. **Be responsive** - Going MIA when your manager expects you to reply is a trust-killer - even if you're working hard. Clarify your schedule and when you'll be available, so there's no doubt you'll be there when someone needs you.
3. **Be patient** - If your manager isn't communicating well, make suggestions, follow up, and allow some time for them to adjust.
4. **Be clear** - Now is the time to work on your written communication skills. Texts, instant-messaging, and emails can get jumbled up quickly. Before dashing off your next message, choose the best channel, include all necessary information, and state next steps.



## Your Next Team or 1:1 Meeting Discussion Guide

Consider your team as a whole. How do you think they'd rate the trust on your team, using this scale:

- **Negotiated Trust** - I don't trust my team members. I don't share more than I have to.
- **Conditional Trust** - I give my team members the benefit of the doubt, but they have to prove it.
- **Cooperative Trust** - I assume my team members are as committed to the team as I am.
- **Unconditional Trust** - I trust my team members without question.

**If they're in the negotiated or conditional level of trust, try asking these questions at your next meeting:**

1. What's one thing we could do better as a team to communicate urgent needs?
2. How often do you worry our team won't accomplish its goals?
3. How often do you share or delegate work to each other? If not, why?

1 2 3 4 5 6 7 8 9 10

How would you rate this advice?

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