

Build Trust

Never more so than in a crisis do we need to have trust in our leaders. Robert Shaw's book *Trust in the Balance*, proposes there are three imperatives contributing to becoming a trusted leader: delivering what you promise, acting with integrity, and demonstrating genuine concern for others.



Make a commitment to:

- Be productive, be active, and be a high contributor. Follow through on everything you promise your colleagues, and build a track record for doing as you say.
- Be as honest as you can about what's happening and what might happen. Don't fall into the 'Parent-Child' trap. And, where you don't have information or cannot disclose everything you know, be honest about that too.
- Be kind. "People don't care how much you know, until they know how much you care" is a well-worn cliché, but it rings true in all relationships. Make sure your genuine concern for colleagues isn't lost in the chaos.