



8 Pillars for Increasing Trust

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People love to be around and follow people they can trust. Trust is defined as a confident belief in a person, product or organization.

At their core, most failures are actually trust issues but they get blamed on leadership, sales, or something else. That means that a lack of trust is the biggest expense you have.

And, a lack of trust affects the bottom line more than anything else. But as trust increases, positive things like output, morale and revenue increase, and negative things (like stress) decrease.

Organizations never change, only people do. When you become more trustworthy, you can launch a ripple effect across your entire organization.

MAIN POINTS

The Pillars of Trust

1. Clarity: We don't trust the overly simple or overly complex.

2. Compassion: We trust those who care beyond themselves.

3. Character: We trust those who do what's right over what's easy.

4. Competency: We trust those who stay fresh, relevant, and capable.

5. Commitment: We trust those who stay committed when facing adversity.

6. Connection: We trust those who are willing to connect and collaborate.

7. Contribution: We trust those who contribute results and output.

8. Consistency: We trust sameness, for good or bad.

“You never rebuild trust on the apology. You rebuild trust by making and keeping a new commitment.”