12 Actions to Build Trust

1. **Always Stay in the Trust Zone – "Above the Belt"**
   - ◆ Don't Respond to distrustful situations with equally or more despicable action. It just triggers more Distrust

2. **Stay in "Honorable Purpose"**
   - ◆ Your Means & Ends must both be Noble; If not, reconsider what you are doing
   - ◆ Put the Greater Good al least on a par with your own interests. "What's in it for me" is only half the equation – What's in it for US is equally important

3. **Keep Your Honest & Integrity**
   - ◆ Act Honestly; Do what you say you'll do
   - ◆ Make Win-Win the minimum you will settle for

4. **Ask Questions, Listen Carefully**
   - ◆ Be an inquirer; Be curious; Understand First
   - ◆ Listen with head & heart, without being judgmental.
   - ◆ Determine what obstacles are in the way.

5. **Be a Champion Committed to a Vision Larger than Fear**
   - ◆ Lead with Vision & Purpose,
   - ◆ Stand true for the higher aim

6. **Seek Solutions, Not Blame**
   - ◆ Keep focused on Root Cause
   - ◆ Don't be a Blamer, Whiner, Gossip, or Victim

7. **Be Collaborative, Engage Others**
   - ◆ Find ways to bring others into your work
   - ◆ Give others the credit they deserve
   - ◆ Empower others to do great things
   - ◆ Celebrate victories & mutual achievements – Have some fun!

8. **Don't Tolerate Unethical, Distrustful Behavior**
   - ◆ If Someone Acts Dishonorably, Confront it directly & quickly. All distrustful behavior must have "consequences.
   - ◆ When Distrust is without Consequences, it Reoccurs Soon

9. **Respect Others, Apologize when you Mess Up**
   - ◆ Be Humble of Heart, we all make mistakes
   - ◆ Don't Use Fear & Intimidation; Fear only begets more Fear & Anger
   - ◆ Don't threaten or act out of anger or revenge

10. **Measure & Reward Trust**
    - ◆ Recognize & Promote those who act with Honor & Integrity & Support Teamwork

11. **Be there for Your Team**
    - ◆ People need to know you'll be there for them, especially in tough times
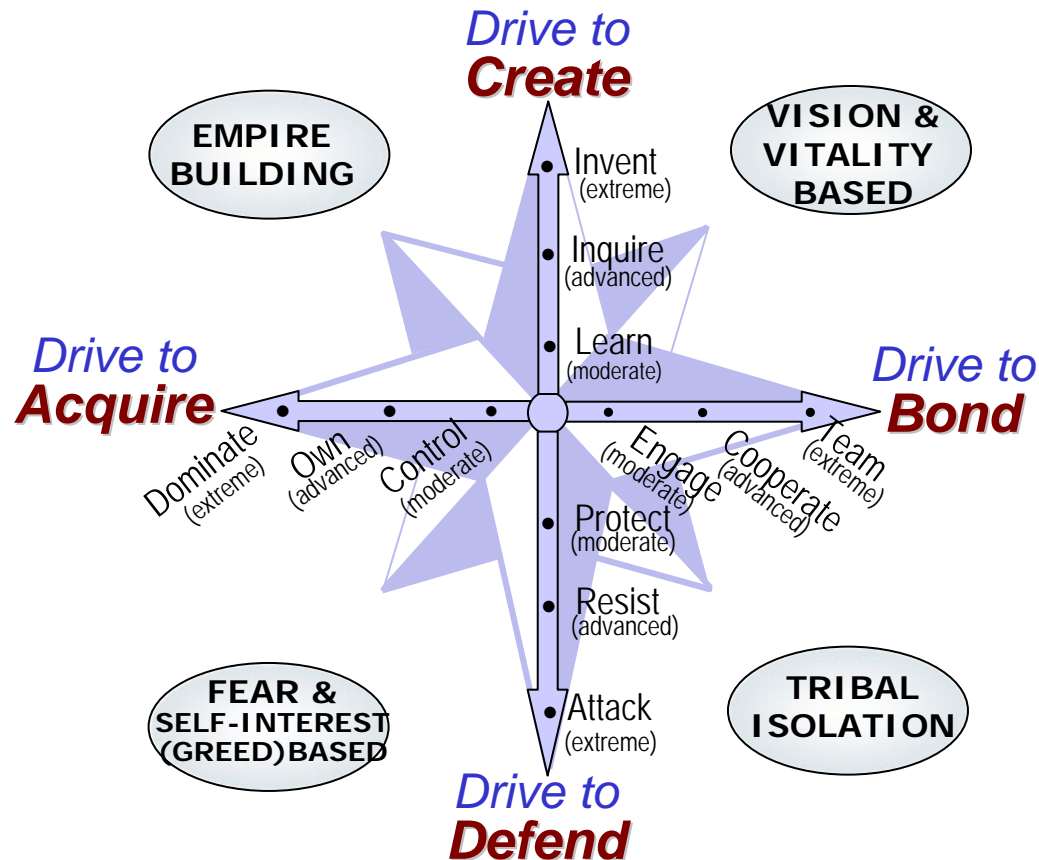
12. **Trust First – But Wisely**
    - ◆ Unless You have a good reason to Distrust someone, it's better to start from trust, but lay out your operating principles, and learn theirs

Leadership & Culture Compass
Fundamental Drivers of Human Behavior

Drive to **Create**

EMPIRE BUILDING

VISION & VITALITY BASED

- Invent (extreme)
- Inquire (advanced)
- Learn (moderate)

Drive to **Acquire**

Drive to **Bond**

Dominate (extreme) · Own (advanced) · Control (moderate)

Engage (moderate) · Cooperate (advanced) · Team (extreme)

- Protect (moderate)
- Resist (advanced)
- Attack (extreme)

FEAR & SELF-INTEREST (GREED)BASED
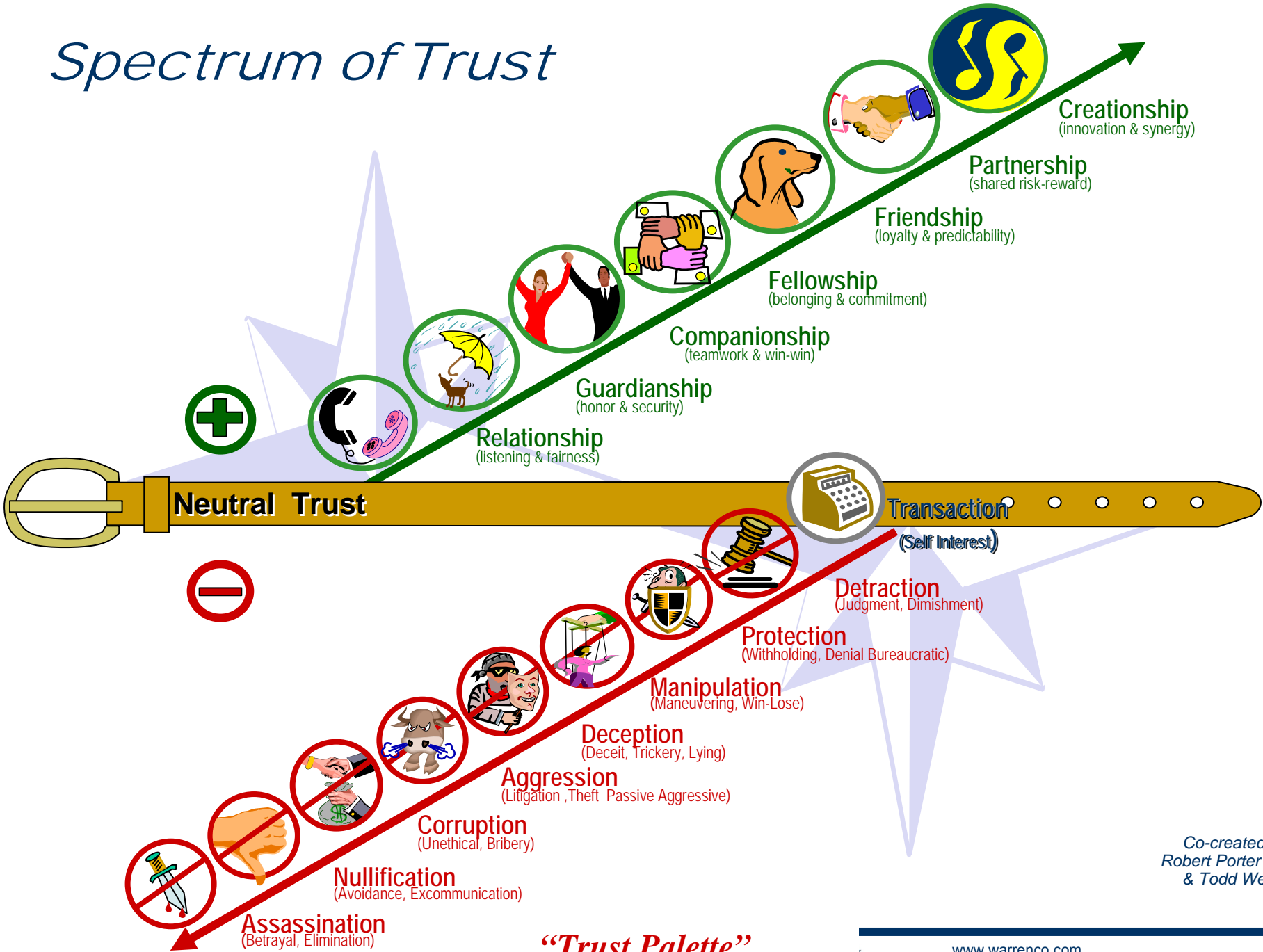
TRIBAL ISOLATION

Drive to **Defend**

It's Essential to know & manage key drivers

- **Which Drivers are Predominant?**
- **Which Drivers are Subordinate?**
- **Which Drivers are Supportive?**

Darwin: Survival of the Collaboratively Adaptable
Spencer: Survival of the Fittest
See: www.TheDarwinProject.com
www.prlawrence.com

Spectrum of Trust

Creationship
(innovation & synergy)

Partnership
(shared risk-reward)

Friendship
(loyalty & predictability)

Fellowship
(belonging & commitment)

Companionship
(teamwork & win-win)

Guardianship
(honor & security)

Relationship
(listening & fairness)

Neutral Trust

Transaction
(Self Interest)

Detraction
(Judgment, Dimishment)

Protection
(Withholding, Denial Bureaucratic)

Manipulation
(Maneuvering, Win-Lose)

Deception
(Deceit, Trickery, Lying)

Aggression
(Litigation ,Theft Passive Aggressive)

Corruption
(Unethical, Bribery)

Nullification
(Avoidance, Excommunication)

Assassination
(Betrayal, Elimination)

"Trust Palette"

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