

# GET REAL

Tactical Tools for Leaders

## How to Build or Rebuild Trust

More articles and tactical tools for leaders are available on my website:

[www.donnarawady.com](http://www.donnarawady.com)

Feel free to download articles and share them with your associates.

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Trust is the foundation of effective leadership. How do we build trust? More importantly, how do we earn it? Here are three tactical tools that you'll want to consider or revisit as you build, rebuild and maintain your team's trust in you.

**1. Always, always, keep your employees' welfare, esteem and success in mind, even in the most difficult situations and concerning the most difficult of individuals.** A guideline I recommend is that when you're about to communicate something or take action regarding a member of your team, or the team overall, ask yourself these questions:

- Does my doing or communicating this benefit the employee or team?
- Does my doing or communicating this benefit the organization?
- Does my doing or communicating this benefit me and my ability to lead?

If the answer is yes to all three of these questions, you're confirming that your motive is in line, and most likely you'll experience a positive or at least the best possible outcome. If the answer is no to any one of these questions, you may want to reconsider your actions because you may be generating less than favorable outcomes.

**2. Follow through on what you promise. Guarantee the absolute doable only or know when not to promise at all.** One of the mistakes that's easy to make and that can quickly and negatively affect your

team's trust in you, is promising more than you may be able to accomplish, or promising things over which you have little or no control. As an example — There is a huge difference between assuring that you'll deliver requested budget dollars for a proposed project in which your team believes and promising to be a strong advocate in your next executive meeting as the desired project is discussed. You have complete control over the latter, perhaps none over the former. Use every opportunity to make commitments (however small) that are doable, and then follow through. Bottom line: Say it, do it. Say it, do it. Pretty soon your word is golden and rightly so.

**3. Reflect on experiences you've had in your own career when you found yourself distrusting a manager or leader.** Ask yourself what behaviors they demonstrated that negatively affected your willingness to trust him or her, **then avoid any behaviors that mirror them.**

Building trust takes time and is not always easy, but it is simple. If we want to be trusted, we need to be trustworthy.

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*Do you have a specific question relating to an accountability challenge you're experiencing currently? Email me and I'll reply to you on the next business day, with a complimentary response.*