

## **Building Higher Trust 1 A New Series**

**by Bob Whipple, MBA, CPLP**

Having just completed a series of 100 articles on Body Language, it is time for me to start a new series of fresh content on my favorite subject: **TRUST**. I will write on all aspects of trust as I have come to know it.

About 30 years ago, I came to the conclusion that trust is the “golden key” to great leadership. We know it when we experience trust, but it is a bit elusive when we try to define it with precision. I intend to take the mystery out of the topic and discuss numerous aspects of trust and how they relate to leadership.

### **I will be covering:**

1. The nature of trust in many dimensions
2. How leaders can obtain more trust consistently
3. How they can maintain and build higher trust over time
4. How they can leverage trust to improve performance in all dimensions of business
5. How they can repair damaged trust
6. How they can teach other leaders how to create a culture of higher trust

While the bulk of content in this series will be slanted toward business settings, the points and techniques will be equally valid for social groups, families, church congregations, university settings, hospital staffs, legal offices, and any other setting where human beings interact.

### **Layout of articles**

I will do more than simply describe the content; I will give specific examples from my personal experience and suggest exercises you can do to increase your skills at building higher trust. As always, I invite dialog through comments to this blog or on my website.

### **The scope of trust**

Realize that trust is manifest in all aspects of life, not just in our relations with other people. We normally think of trust as between ourself and other people, but consider any product that you use and recognize that you have a relationship of trust to some degree or you would not use it.

For example, you cannot take an aspirin if you do not trust the company that made it and the store that sold it to you. When you get in your car in the morning and turn on the ignition, there are thousands of explosions going on within the engine, but you are not thinking about that unless the “check engine” light comes on. When you come to a red light you step on the brake and the car stops. The only time you think about it is when the brakes squeak or otherwise let you know they need attention.

I contend that by the time you have yourself up and going in the morning, you have experienced trust several hundred times, but you don’t think about it unless there is some kind of failure. Trust is all around us every single day, but in our conscious thoughts it is the trust we have between individuals that draws nearly all of our attention.

### **An exercise for you**

As a first exercise in this series, try to recall a time when you experienced a feeling of high trust. Recall the details of what was going on and how you experienced great security in that moment. Now go back and recall a time when there was a serious trust violation in your life. Recall the empty feeling of being let down. Were you able to rebuild the trust, or was it the end of that relationship? Later in this series I will deal with ways to repair damaged trust.

### **How trust works**

In an organization, I think of trust as the **lubricant** that allows everything to work as it was intended. Without trust, we get friction and heat between people. In this series, we will focus on these aspects of trust and what specific thought patterns and behaviors that result in building higher trust over time.

### **Benefits for you**

It does not matter what your position is; you can benefit from reading this series because it will help your life run much better. If you are a leader (and I contend that we are all leaders at some point: think about leading yourself) this series will be extremely valuable in that it will reveal many aspects of trust that you may not have been aware of that will enrich the quality of your life.

*Bob Whipple, MBA, CPLP, is a consultant, trainer, speaker, and author in the areas of leadership and trust. He is the author of four books: 1. The Trust Factor: Advanced Leadership for Professionals (2003), 2. Understanding E-Body Language: Building Trust Online (2006), 3. Leading with Trust is Like Sailing Downwind (2009), and 4. Trust in Transition: Navigating Organizational Change (2014). In addition, he has authored over 1000 articles and videos on various topics in leadership and trust. Bob has many years as a senior executive with a Fortune 500 Company and with non-profit organizations*