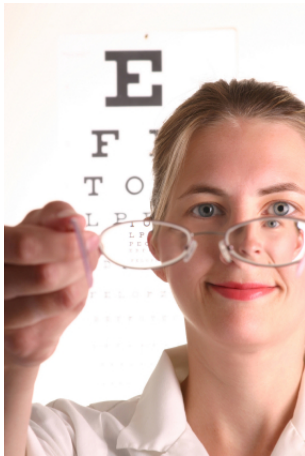


Building Higher Trust 8 Trust Focus

by Bob Whipple, MBA, CPTD



It is quite easy to determine the level of trust within a group simply by observing what the people in the group focus on most of the time.

High Trust Groups

I have observed that very high trust groups spend the majority of their time and energy on what they are trying to accomplish. Maybe it is because high trust groups have an exciting vision they are pursuing.

Let's say the group is coming out with a new product. If you listen to the conversations members of the group are having, they are going to be centered on the new product. That is what they are trying to accomplish.

If they are trying to accomplish better customer service, then that dynamic will dominate the conversations.

Whatever the vision is will be the main topic of discussion, and people will do very little griping because they have good feelings about the other people in their group. Those good feelings and affection tend to raise the level of trust even higher.

Low Trust Groups

By contrast, people who work in low trust groups seem to focus their energy on each other. They are myopic and talk about the problems they are having getting along.

You might hear one person complain that another person spends too much time on the phone or is frequently late to Zoom meetings. You may hear people that are stationed in different countries complain that the time zone differences make life very difficult for their families.

The focus becomes "how can I protect my own interests from these other people who have their own agendas." The conversations become mostly negative and often are hurtful.

That dynamic tends to perpetuate the lower trust atmosphere, so it becomes a vicious cycle of negativity.

Conclusion

Listen to the conversations that are happening in your organization and see whether they demonstrate low or high trust. It will be an accurate indication of the current level of trust inside your organization.

Bonus Video

Here is a [brief video on Trust and Focus](#).

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