

Building Higher Trust 86 Ten Aspects of High Trust Groups

by Bob Whipple, MBA, CPTD



Ten aspects of a high trust group are easy to witness. I have seen groups accomplish a doubling of productivity in less than 12 months. Shift from a command-and-control environment to one of high trust. Your organization will achieve remarkable gains in productivity.

I have a little exercise that I use to engage groups in my seminars and leadership classes. I lay out ten dimensions and ask small groups of participants to analyze each dimension. I have them contrast what it is like for high trust groups versus low trust groups.

Ten aspects of trust and a brief observation on each one

1. **Solving problems** – High trust groups solve problems quickly and easily. They also come up with more creative solutions because members are more open.
2. **Group focus** – Groups with high trust focus on the vision and what is important now. Low trust groups are more myopic and focus on each other most of the time. There is often a lot of acrimony.
3. **Communication** – In high trust groups communication is efficient and believable. When operating in a low trust environment, there is a lot of skepticism.
4. **Customer Retention** – Customers interfacing with high trust groups see the esprit décor between people. Those customers will return for more.
5. **Environment** – The environment of a high trust group is real. In low trust situations, people play games with each other.
6. **Saving Time** – Less time is wasted in a high trust group because there is less bickering. Productivity is normally at least twice as high as low trust groups.
7. **Perfection Not Required** – Leaders do not need to be perfect in high trust groups. In low trust environments, people are ready to spring on any potential misstep.
8. **Growth** – High trust groups spend more time developing their people to be their best.

9. **Reinforcement** – When leaders reinforce a high trust group people are grateful. In low trust situations, reinforcement is met with skepticism that there is an ulterior motive.
10. **Positive Atmosphere** – Going to work in a high trust organization is fun. Working in a low trust situation is a constant battle.

Conclusion

These are just ten aspects for why high trust groups always outpace their lower trust counterparts. You can probably think of several other categories. The conclusion should be obvious. If you have achieved the status of a high trust organization, your success much more likely.

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