

THE LEADER'S GUIDE TO BUILDING TRUST

WITHOUT TRUST, LEADERSHIP IS JUST A TITLE



Trust is not a soft topic. It is a system property that shapes speed, quality, and the willingness to speak up when it matters. When trust is high, people **share information sooner, take smart risks, and recover faster** from mistakes

TRUST = COMPETENCE × RELIABILITY × INTEGRITY × CARE

DAILY PRACTICES TO BUILD TRUST

**Trust is built in the quiet consistency of daily actions.
Trust grows where words and actions align—day after day.**

SET CLEAR EXPECTATION

Say who will do what by when. Confirm in writing after key decisions.

TELL THE TRUTH FAST

Openly share information and encourage others to do the same as well.

OFFER CLEAN CREDIT

Publicly praise contributors by name and share the action or behaviors with the group.

DELIVER RELIABLY

Meet commitments. If things change, renegotiate early and explain why.

CARE ABOUT PEOPLE

When leaders genuinely care for others, trust takes root — and trust is the soil where every great team grows.

PRACTICE FAIR PROCESS

Be transparent. Explain decision criteria, invite input, and close the loop.

REPAIRING TRUST AFTER BREACH

APOLOGIZE IF NEEDED

OWN IT WITHOUT DEFENSIVENESS

EXPLAIN THE CAUSES WITHOUT EXCUSES

RESTATE YOUR INTENTIONS & REMEMBER ALIGNMENT

RESTORE WITH CONCRETE ACTIONS

RESET THE SYSTEM/RELATIONSHIP

AVOID BLAME MODES

For more insights on Leadership, Communication, and Coaching follow us or reach out for more information.

