

# TRUST

**WEEK 1: Cultivate trust by deepening the conversation.**

Patricia Aburdene, *Megatrends 2010*

**WEEK 2: Employees learn to trust when leaders provide adequate information about decisions they're making.**

Andy Atkins, Interaction Associates

**WEEK 3: What new or enhanced behaviors will you commit to practice to engender trust?**

William Benner, WW Consulting

**WEEK 4: Without trust, people give up on relationships and leave organizations.**

Ken Blanchard, Co-author, *The One-Minute Manager & Trust Works!*

**WEEK 5: Trust, like culture, begins and ends at the very top.**

Andrea Bonime-Blanc, JD/PhD, GEC Risk Advisory LLC

**WEEK 6: A person "like yourself" is now trusted nearly two times as much as a CEO or government official.**

Ben Boyd, Edelman

**WEEK 7: When deciding who to trust remember this: People who will lie for you will lie to you.**

Lea Brovedani

**WEEK 8: When I trust you, I empower you to influence me.**

Elaine Cohen, Beyond Business Ltd.

**WEEK 9: When achieved, organizational trust is validated externally in corporate reputation and performance.**

Mark Coleman, Convergence Mitigation Management

**WEEK 10: How to repair damaged trust: Acknowledge, Admit, Apologize, Assess and Agree.**

Randy Conley, The Ken Blanchard Companies

**WEEK 11: The first job of a leader is to inspire trust.**

Stephen M.R. Covey & Greg Link, CoveyLink

**WEEK 12: Trust in senior executives' leadership capabilities sets the tone for the entire organization.**

Lolly Daskal, Lead from Within

**WEEK 13: Trust is an essential agent of social development and organizational sustainability.**

Robert Easton, Accenture

**WEEK 14: Trust ultimately is a business driver and enabler of transformation and positive change.**

Cynthia Figge, CSRHub

**WEEK 15: There isn't a more paradoxical concept in business today than trust.**

Peter Firestein, Global Strategic Communications

**WEEK 16: Trust is critical to building a good name.**

Leslie Gaines Ross, Weber Shandwick

**WEEK 17: Building organizational trust is a whole lot easier if people truly, deeply, emotionally like their boss.**

Robert Galford, Center for Leading Organizations

**WEEK 18: To earn the trust of others, we must be willing to "come out" about our values — to voice and enact them publicly.**

Mary C. Gentile, Babson College

**WEEK 19: People now trust one in four companies on average, making its scarcity in the marketplace an object of value.**

John Gerzema, BAV Consulting

**WEEK 20: The most trust-destroying thing you can say is, "Trust me."**

Charles H. Green, Trusted Advisor Associates

**WEEK 21: Building trust creates a premium value for product brands as well as enterprise value for the corporate brand.**

James R. Gregory, CoreBrand

**WEEK 22: Trust is the core issue impacting organizational, team and leadership effectiveness.**

Noreen Kelly, Noreen Kelly Communication

**WEEK 23: It's going to take a substantial collaborative effort to bring trust back to the heart of how we live and work.**

Barbara Brooks Kimmel, Trust Across America – Trust Around the World

**WEEK 24: There's nothing more destructive to trust than deceit, and nothing more constructive than candor.**

Jim Kouzes & Barry Posner, *The Leadership Challenge*

**WEEK 25: Doctor-patient relationships that don't foster trust don't work because the doctor or the patient has not sought a way to share or relinquish control.**

Shirrie Leng, MD

**WEEK 26: When people trust an organization, they are more likely to exhibit supportive behavior.**

Linda Locke, Reputare Consulting

**WEEK 27: Corporate trust and reputation matter, and they are the most valuable assets of every enterprise.**

Michael Lowenstein, Ph.D., CMC, Beyond Philosophy

**WEEK 28: Trust is the glue that will bind the private, public and civil sectors together.**

Eric Lowitt, Nexus Global Advisors

**WEEK 29: Trust is the absence of fear.**

James Lukaszewski, The Lukaszewski Group

**WEEK 30: When leaders convey their overall vision to employees, a high-trust, highly committed organization can be created.**

Amy Lyman, *The Trustworthy Leader*

**WEEK 31: The real advantage of trust is that it is the deepest yearning of all humans.**

Robert Porter Lynch, The Warren Company

**WEEK 32: Ethics is the foundation of trust.**

Chris MacDonald, PhD, Ryerson University

**WEEK 33: It's useful to think of trust and its payoffs on a continuum.**

Elsie Maio, Humanity Inc.

**WEEK 34: Trust is the acceptance of risk, and thus gives the ability to foresee, acknowledge and understand that no one is perfect.**

Stephen Marsh, PhD, University of Ontario, Institute of Technology, Canada

**WEEK 35: Long-term trust trumps short-term profits and public relations gimmicks.**

Timothy J. McClimon, American Express Foundation

**WEEK 36: Self-organized teams require and reinforce trust.**

Deb Mills-Scofield, Innovanomics

**WEEK 37: Cooperation is the central mode of working, and mutual trust and true sustainability are our measures of success.**

Philip Mirvis, Organizational Psychologist

**WEEK 38: The capacity of brands to build trust among stakeholders depends on a company's ability to build an army of advocates.**

Brian Moriarty, Business Roundtable Institute for Corporate Ethics

**WEEK 39: The level of organizational trust has a direct correlation with the top leaders' sincerity of purpose and values.**

Rajeev Peahawaria, The Iclif Leadership & Governance Centre, Malaysia

**WEEK 40: The crisis of trust is a crisis of leadership.**

Robert Phillips, Jericho Chambers

**WEEK 41: We should always be moving to create high-trust environments.**

Steven N. Pyser, JD, Temple University

**WEEK 42: Leaders committed to candor will create and build trust.**

LJ Rittenhouse, Rittenhouse Rankings

**WEEK 43: Trust produces trustworthy behavior, not the other way around.**

Carol Sanford, Author

**WEEK 44: Managers gain employees' trust by discerning and distrusting impostors, bootlickers and liars.**

Dr. Reuven Shapira, Western Galilee Academic College, Israel

**WEEK 45: Higher performing organizations depend on the ability to predict the behavior of others accurately, requiring deep trust.**

David A. Shore, Harvard University

**WEEK 46: Without genuine trust from your followers, one can never be a true leader.**

John Spence, *Awesomely Simple*

**WEEK 47: It doesn't take an index to tell us public trust is dangerously compromised.**

Davia Temin, Temin and Company

**WEEK 48: Trust must be made real and earned every day.**

Jeffrey C. Thomson, IMA

**WEEK 49: Respecting differences is a top priority in high-trust organizations.**

Linda Fisher Thornton, Leading in Context, LLC

**WEEK 50: The Swedish word for trust, "tillit," is a palindrome, highlighting the reciprocal nature of trust.**

Kaj Török, Futerra Sustainability Communications, Sweden

**WEEK 51: Trust is built when a group holds each other accountable for their shared values.**

Bob Vanourek, Vanourek & Partners, LLC

**WEEK 52: If you want to see more trust, show more trust.**

Bob Whipple, CEO Leadergrow Inc.

These weekly reflections are drawn from essay contributions in our book *Trust Inc.*, from members of our Alliance of Trustworthy Business Experts and friends of Trust Across America – Trust Around the World.

