

## TRUST – Presenter Notes

### Slide #1

Among all the attributes of the greatest leaders of our time, one stands above the rest: They are all highly trusted. You can have a compelling vision, rock-solid strategy, excellent communication skills, innovative insight, and a skilled team, but if people don't trust you, you will never get the results you want. Leaders who inspire trust garner better output, morale, retention, innovation, loyalty, and success, while mistrust fosters skepticism, frustration, lower results, and turnover. Trust affects a leader's impact and the organization's overall success more than any other single thing.

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One of the biggest mistakes a leader can make is to assume that others trust him simply by virtue of his title. Trust is not a benefit that comes packaged with the nameplate on your door. It must be earned, and it takes time. As a leader, you are trusted only to the degree that people believe in your ability, consistency, integrity, and commitment to deliver. The good news is that you can earn trust over time, by building and maintaining eight key strengths:

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When a leader is clear about expectations, he is more likely to get what he wants. When we are clear about priorities on a daily basis, we will see our teams become productive and effective.

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People are often skeptical about whether someone really has their best interests in mind. “Do unto others as you would have them do unto you” is the golden rule and it is a bottom-line truth. Follow it, and you will build trust.

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Leaders who have built this pillar consistently do what needs to be done when it needs to be done, whether they feel like doing it or not. It is the work of life to do what is right rather than what is easy.

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You can have compassion and character, but without the results you promised, people won't trust you. Be a contributor who delivers real results.

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According to one study, the key competency of a successful new MBA is not a specific skill but rather the ability to learn amid chaos. Arrogance and a “been there done that” attitude prevent you from growing, and they compromise others’ confidence in you. There is always more to learn, so make a habit of reading, learning, and listening to fresh information.

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Ask questions, listen, and above all, show gratitude—it's the primary trait of truly talented connectors. Grateful people are not entitled, they do not complain, and they do not gossip. Develop the trait of gratitude, and you will be a magnet.



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Commitment builds trust.

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It is the same in every organization. The little things done consistently make for a higher level of trust and better results. The great leaders consistently do the small but most important things first. They make that call and write that thank you note. Do the little things, consistently.

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