



Ten Tips to Deepen Trust in Your Business

1. **Be** the 'trustworthy' you wish to see. At all levels, everywhere.
2. **Hold accountable.** Self, team and others: Say what you will do, and do what you say.
3. **Listen.** Openly, actively, and attentively.
4. **Ask.** People will tell you a lot about what is going on in your business – and with them.
5. **Be vulnerable** – it is strength! Asking for help, and admitting mistakes builds trust.
6. **Connect** with the person. Know a little – or a lot – about the people you lead.
7. **Care.** Show people you care about them, and they will care about you – and your business.
8. **Communicate,** Communicate, Communicate. Good news and bad. Keep people informed.
9. **Collaborate.** People want to be involved, and trust decisions they help make.
10. **Celebrate** effort *and* results. Successes and failures are both invaluable. People give more effort and trust more when they know that failure is on the path to success.

***Want a culture of trust and success in your business?
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