Trust is essential. Low trust inhibits collaboration, creativity, and performance.

BUILDING TRUST

Trust can be hard to earn and easy to lose.

So, what can organizations do to develop trust between leaders and the people they work with? The level of trust employees have with colleagues or a leader determines how well they work together, listen to one another, and rely on each other to get things done. In fact, the primary factor affecting employee turnover is whether or not a trusting relationship was developed between the manager and the employee. Yet many people are unaware of the actions that build or erode trust. While almost all employees consider trust in the workplace to be important, only 39 percent of US employees say they trust the senior leaders at their firms.

Based on the Building Trust Model™, Blanchard’s Building Trust program teaches people how to build trust and, if it's been broken, how to repair it. The model is easy to learn, easy to remember, and most importantly easy to use on the job. The elements of trust (ABCD) form a common language for people to talk about trust without fear. By using the Building Trust Model, individuals are able to look at their relationships and focus on the aspects of those relationships that need repair. Understanding what behaviors lead to high trust is the first step in developing higher trust with others.
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