

THE SPEED OF TRUST

Accelerate Trust in Your Company



TRICKLE-DOWN (CULTURE) ECONOMICS

Culture in the field is ALWAYS a duplication of the culture in the corporate office. Transparent, trust-based relationships between executive management and employees is the foundation for a field that trusts the corporate team.

- **Fast Lane:** Empower employees to complete their tasks efficiently.
- **Road Block:** Require employees to check-in with management for standard decisions.
- **Jet Fuel:** Trust is never inspired by “canned” answers. While it makes sense to have standard responses for certain things, when an employee is having a continuing issue, it’s time to escalate both in personnel and in communication; perhaps a call with a supervisor. This isn’t disempowering employees or “the squeaky wheel gets the grease,” which trains employees to complain; this is for situations where it’s clear that despite plenty of words, communication isn’t happening.

TRANSPARENCY V. FRUSTRATION

Transparency doesn’t equal creating frustration and disappointment within the field by sharing information prematurely.

- **Fast Lane:** Transparency – we’re working on technology that will simplify your daily method of operations and improve your customers’ experience. We’ll update you as launch gets closer.
- **Road Block:** Frustration – we’re working on an app that is scheduled for release in Q2.

PODCASTS VS. HEADLINES

Creating real dialogue with the field, and particularly the leaders with positive influence, engenders transparency.

- **Fast Lane:** Regular, frequent opportunities for both structured and free form dialogue.
- **Road Block:** During times when tough questions will be asked, subbing in anyone but C suite or senior executives who can speak for the company and enact improvement.
- **Jet Fuel:** Semi-annual leader retreats with an opportunity for small group dialogues.
- **Rocket Fuel:** Prioritization given to leaders who are *not* in management mode, but who are actively building. Their insight is invaluable.



Organizations with
a high degree of
transparency report
profit margins that are
21% higher.

Gallop Poll



Organizations with high
levels of trust have
**better productivity
and higher retention.**

– Harvard Business Review

COMMUNICATION DURING CHALLENGES

Ensure that first the corporate team and then field leadership has buy-in or accepts the path forward, so that everyone is supporting a clearly cast vision.

- **Fast Lane:** During the decision-making process, take time for productive discussion. Clearly present the challenges, allow time for thought, listen to the ideas.
- **Road Block:** Employees who are willing to say, “I don’t agree, but this is the way it is,” create confusion at best and dissention at worst.
- **Jet Fuel:** Input must be valued and addressed.
- **Rocket Fuel:** Create a clear understanding of why a particular path was chosen and have discussions about what happens when the team (corporate and field) unites versus the impact when leaders aren’t united.