

How does it work? How did you lose it? Can you restore it?

Grip on Trust

82% Of people say they don't trust their boss to tell the truth. ¹

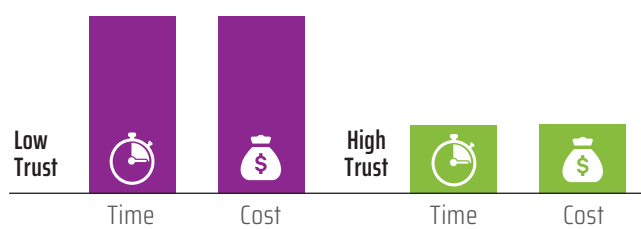
False!

"Trust is simply there or not, you can't do anything about it"

45% Of employees say lack of trust in leadership is the biggest issue impacting their work performance. ¹

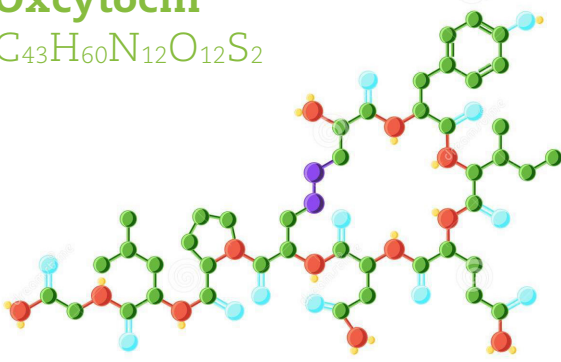
Return on trust

Low trust in business relations slow down processes and increases cost. Processes in high trust business relations develop faster and take up less time and money²



The trust hormone

Oxytocin



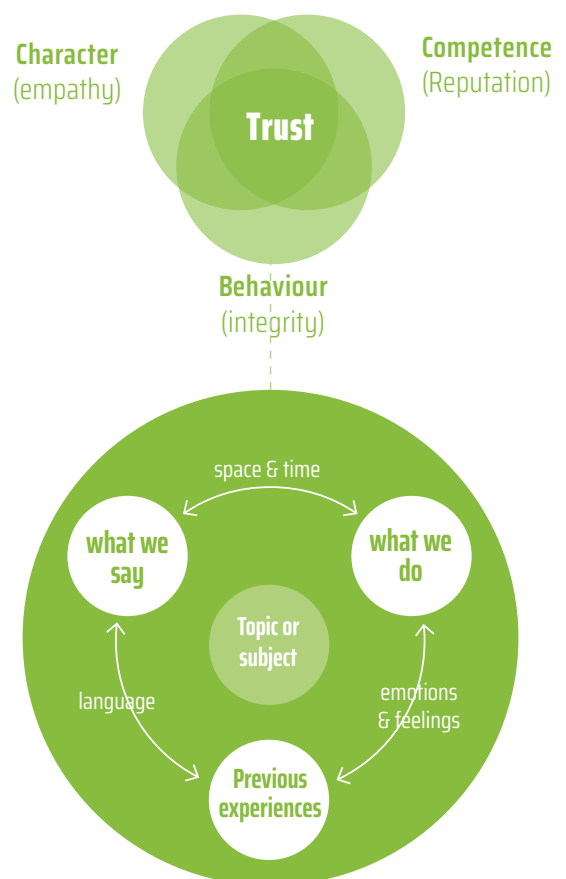
Studies by Paul J. Zak show that the natural hormone Oxytocin increases the level of trust within a person. You can boost levels by hugging other people and other acts of kindness. However, high levels of testosterone break down oxytocin.⁴

Fact!

"Trust is the most important aspect in every relationship, but we don't know how it works"

People at **high-trust companies** report: **74%** less stress, **106%** more energy at work, **50%** higher productivity, **13%** fewer sick days, **76%** more engagement, **29%** more satisfaction with their lives, **40%** less burnout.³

Fundamentals of trust



We say what we think, but we do what we feel

1. The closer the space between what we say and what we do, the higher the perception of trust. The larger the space, the lower the trust.
2. Emotions are responsible for our behavior. Most of the time, we don't know what we feel. The better we understand emotions towards a topic, subject or situation, the better we understand behavior. What we say and what we do will align better and behavior will be perceived as trustworthy.

7 anchors to (re)build trust

- 1 Do what you say
- 2 Don't make promises you can't keep
- 3 Communicate fast when something changes
- 4 Understand emotions connected to subjects
- 5 Address negative emotions and resolve them
- 6 Make use of the power of positive emotions
- 7 Do what you say (for real!)

Sources: 1: www.kenblanchard.com. 2: Stephen R.M. Covey, "The speed of Trust" 3: Paul J. Zak: <https://hbr.org/2017/01/the-neuroscience-of-trust> 4: Paul J. Zak <https://youtu.be/rFAdIU2ETjU>