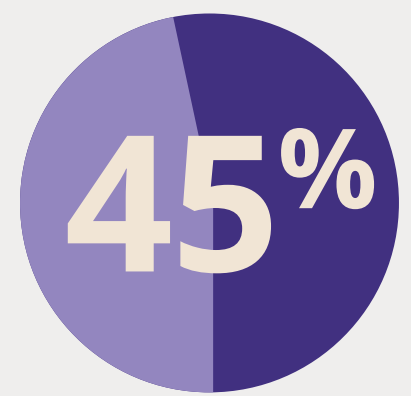


DO YOUR LEADERS

# BUILD OR ERODE TRUST?

Trust is an essential trait for leadership success

but...



of employees say lack of trust in leadership is the biggest issue impacting work performance

and most managers aren't even aware of the behaviors that build and erode trust. Which only makes the problem worse.

## TRUSTWORTHY LEADERS HAVE PEOPLE WITH HIGHER

Retention, Discretionary Effort,  
Performance, Endorsement,  
& Citizenship Behaviors

# TO BUILD TRUST MANAGERS MUST BE



**ABLE**

Demonstrates Competence



**BELIEVABLE**

Acts with Integrity



**CONNECTED**

Cares about Others



**DEPENDABLE**

Honors Commitments

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