



# The Four Cornerstones of Trust

Trust is a critical component in creating a workplace where employees are engaged, productive, and continually improving. High levels of trust have been linked to increased levels of job satisfaction, productivity, and lower employee turnover. These same employees are also more likely to recommend their organization to others.

**To establish or enhance trust on your team, consider these four essential cornerstones of trust:**



## CREDIBILITY

- People have confidence in your judgment, skills, and abilities.
- They believe and trust that you are committed to the goals of the organization.
- They believe that you have what it takes to lead them and the company successfully in a competitive, global environment.



## CONSIDERATION

- People believe you care about them.
- They trust you to look out for their interests when they are not present.
- They know you respect them and that they can rely on your help, if needed.

## COMMUNICATION

- People know what you expect, and trust you to negotiate, if necessary.
- They trust you to give them timely and effective feedback on their performance and know that you are willing to receive feedback as well.
- They feel that you are open to their ideas and concerns.



## CONSISTENCY

- People believe you work from a center of integrity.
- They can rely on you to do what you say.
- Your leadership style is consistent with the preferred style of the individual.
- You walk your talk.



**Explore additional AMA resources to help you enhance motivation among your team. Contact us today to learn how we can help you achieve your goals.**