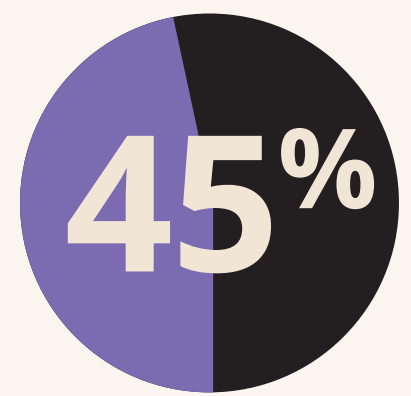


DO YOUR LEADERS

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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