

Ask:

WHAT IS THE SPIRIT OF TRUST YOU WANT YOUR ORGANIZATION TO CULTIVATE, AND WHO NEEDS TO TRUST YOU?

FOR THIS “ASK” WORKSHEET, REFER TO PAGES 5-6 OF THE “REPLENISHING TRUST” GUIDE IF YOU NEED CLARITY ON TERMS OR EXAMPLES.

Defining the Spirit of Trust

Let’s explore what trust means to you and for your organization. Trust is essential for strong relationships and reaching your goals. Here we will look beyond the simple definition of trust and redefine it to match the way your organization works and interacts.

DEFINITION

According to experts, social trust is a broad belief in the honesty, integrity and reliability of others — a justified faith in people. Importantly, trust is ultimately a leap of faith. That means it isn’t entirely rational or logical. Social trust requires generalized trust, which according to experts is a willingness to extend broad trust to others across groups in society. This means a willingness to trust strangers.

The following questions will help you find a clear and meaningful way to describe trust that fits your organization’s goals and values. This is the foundation that will help you build a culture of openness, honesty and respect.

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How would your organization’s work be different and more effective if it enjoyed greater trust among the people it works with, partners with and serves?

- 2 Whom does your organization need to involve to create the best definition of the spirit of trust it wants to cultivate?

- 3 Reflect on what “strong trust” means for your organization. Distilling your mission and commitment to earning trust into a simple statement will foster accountability. Develop statements that start with “*We will always*” and end with “*You should hold us accountable for that.*” In between, you might note what guides your organization’s actions, what priorities are, and how those manifest in how the organization works.

- 4 Create a short list of the different groups and people you want to build trusting relationships with. Avoid being too broad; focus on those who matter most.