

Decreasing the Perception of Fear and Increasing Trust

How can we decrease fear within the organization?

1. Communication, communication, communication
2. Communicate reasonable expectations. Create an environment for people to be successful
3. Increase follow through
4. Eliminate misplaced accountability and blame
5. Honesty
6. Be human
7. Recognize associate effort (risk) even if it has not been successful
8. Communicate during change in programs
9. Use HR to have an objective person to have an open dialogue with when a unit is in crisis
10. Give clear information – top down and bottom up
11. Encourage rather than judge
12. Tell why
13. Provide a level of security
14. Communicate and be willing to share feelings of fear
15. Be comfortable questioning
16. Own up to mistakes
17. Stop negative behavior – promote a culture without fear
18. Consistency – less change
19. Manage up
20. Set clear expectations
21. Establish a clear direction
22. Reassurance
23. Leader needs to model the 7 commitments we talk about
24. Be proactive – anticipate
25. Incorporate ideas
26. Anticipate what associates are feeling
27. Ask “What are you hearing?” “What are the rumors?”
28. Let associates participate in decision making
29. Be transparent with everyone and talk about the fear

How can we increase trust within the organization?

1. Transparency
2. Truth through transparency
3. Stable leadership
4. Follow up and follow through
5. Acknowledgement
6. Support growth in their position

7. Keep your word
8. Give people voice
9. Be on the unit daily
10. Use “I need to go to Vegas”
11. Trusting them – believe in me and let me fly
12. Active acknowledgement
13. Acknowledge feelings
14. Empower people to be comfortable to make change
15. Test of time
16. Walk the talk
17. Demonstrate trust (model behavior)
18. Protect privacy
19. Energized teams appreciate projects to follow through and succeed on
20. Provide training to build confidence and competence
21. Be present
22. Make it an “intent” to promote trust on the unit
23. Common goals
24. United front
25. Do what you say you are going to do
26. Tell about the plans for stability and growth
27. Manage the message
28. Do not over promise
29. Understand concerns
30. Express that you care and understand
31. Make the communication relevant