

DIVERSIFY

VIRTUAL SUMMIT

Building a Business Community
That Includes Everyone

TRUST:

The D&I Sustainability Factor

Dr. Linda Wiley



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- Author, Speaker, and award winning Trainer
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- Former Board Member at the Urban League of Greater Chattanooga and the Bessie Smith Cultural Center

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Definition of Trust

Firm belief or confidence in the reliability, truth, ability, or strength of someone or something.

Who earned your trust? What did they do?

- Listened
- Encouraged me
- Gave me opportunities
- Walked the talk
- Supported me

The 5 Waves of Trust



Stephen M.R. Covey

The 5 Waves of Trust

Self trust = your credibility

Relationship trust = your behavior

Organization trust = the alignment in the organization

Market trust = your organization's reputation

Societal trust = making contributions in the world

Stephen M.R. Covey



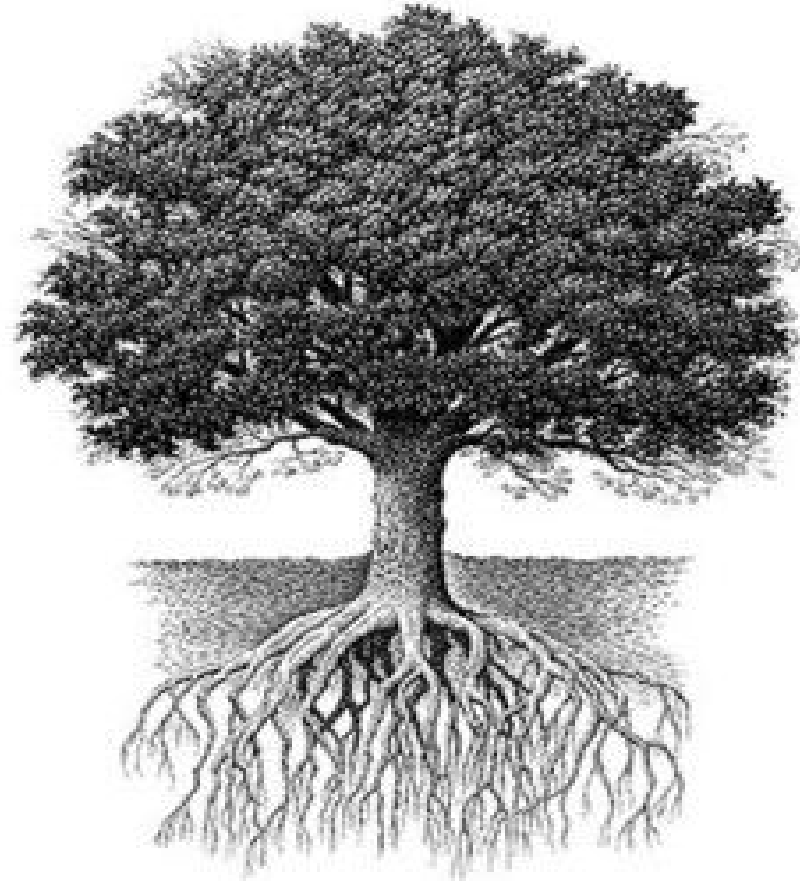
Self Trust

Self Trust

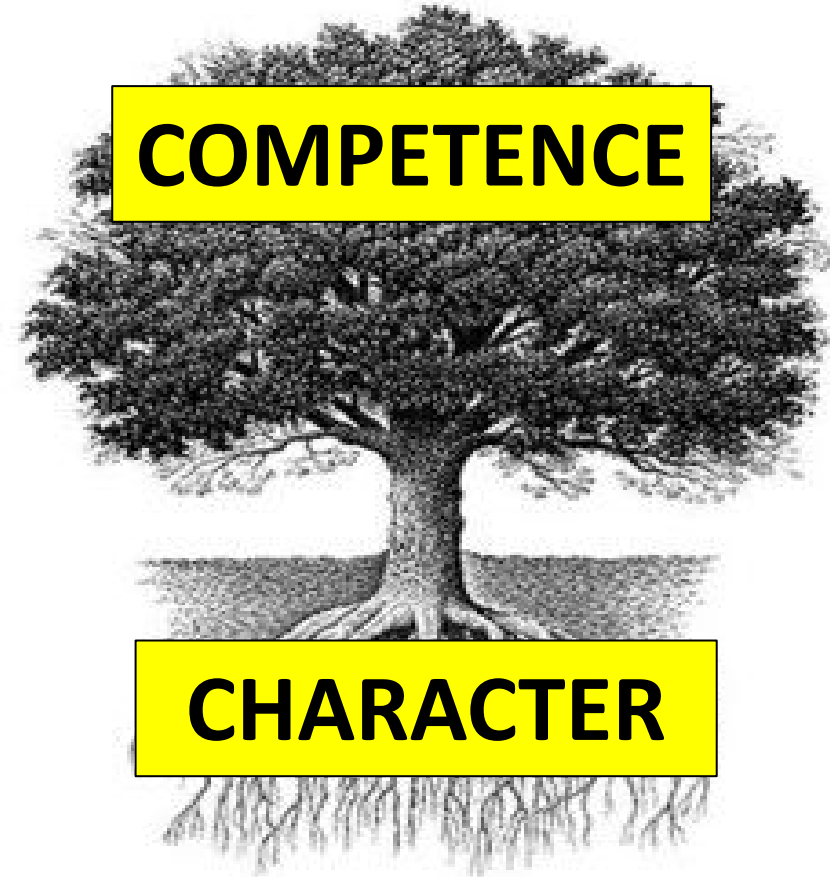
Self trust (your credibility) is a function of two things:

- Character
- Competence

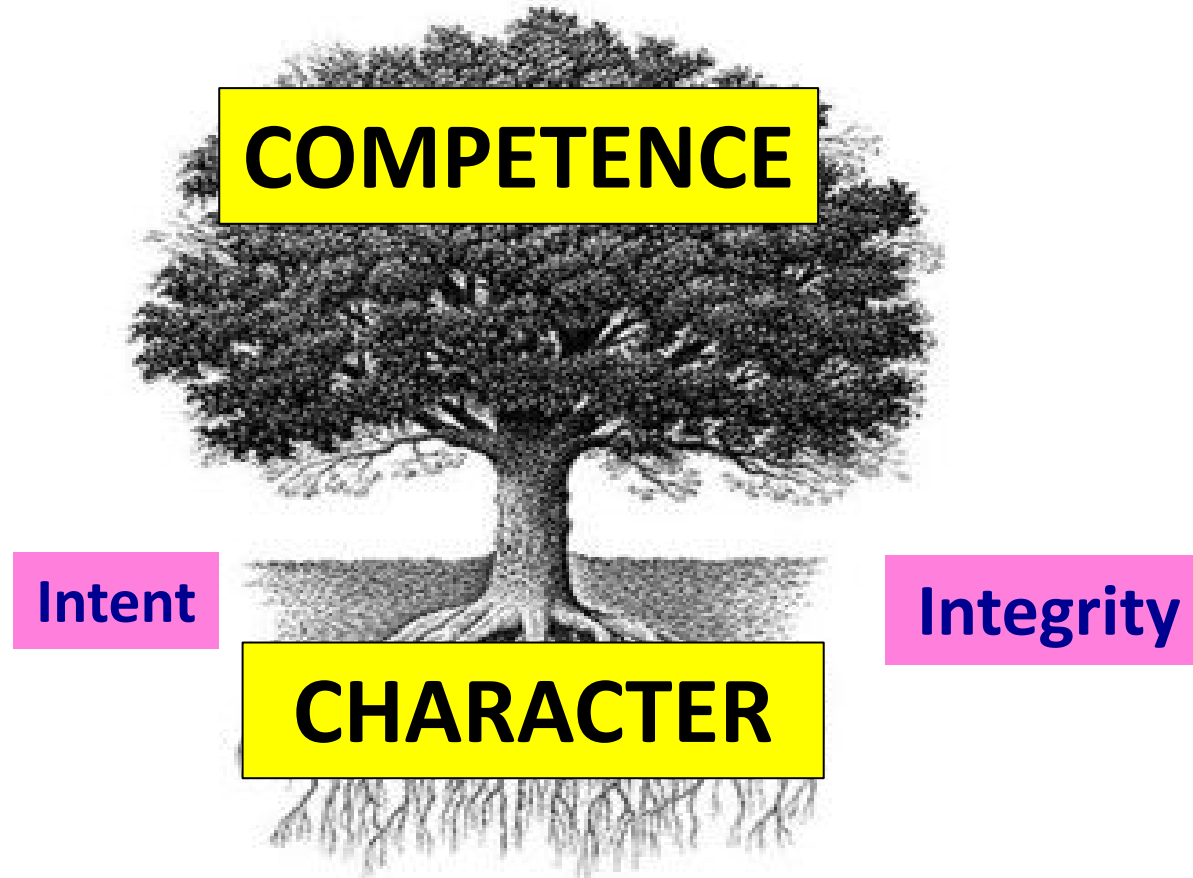
Cores of Credibility



Cores of Credibility



Cores of Credibility



Cores of Credibility -- Character

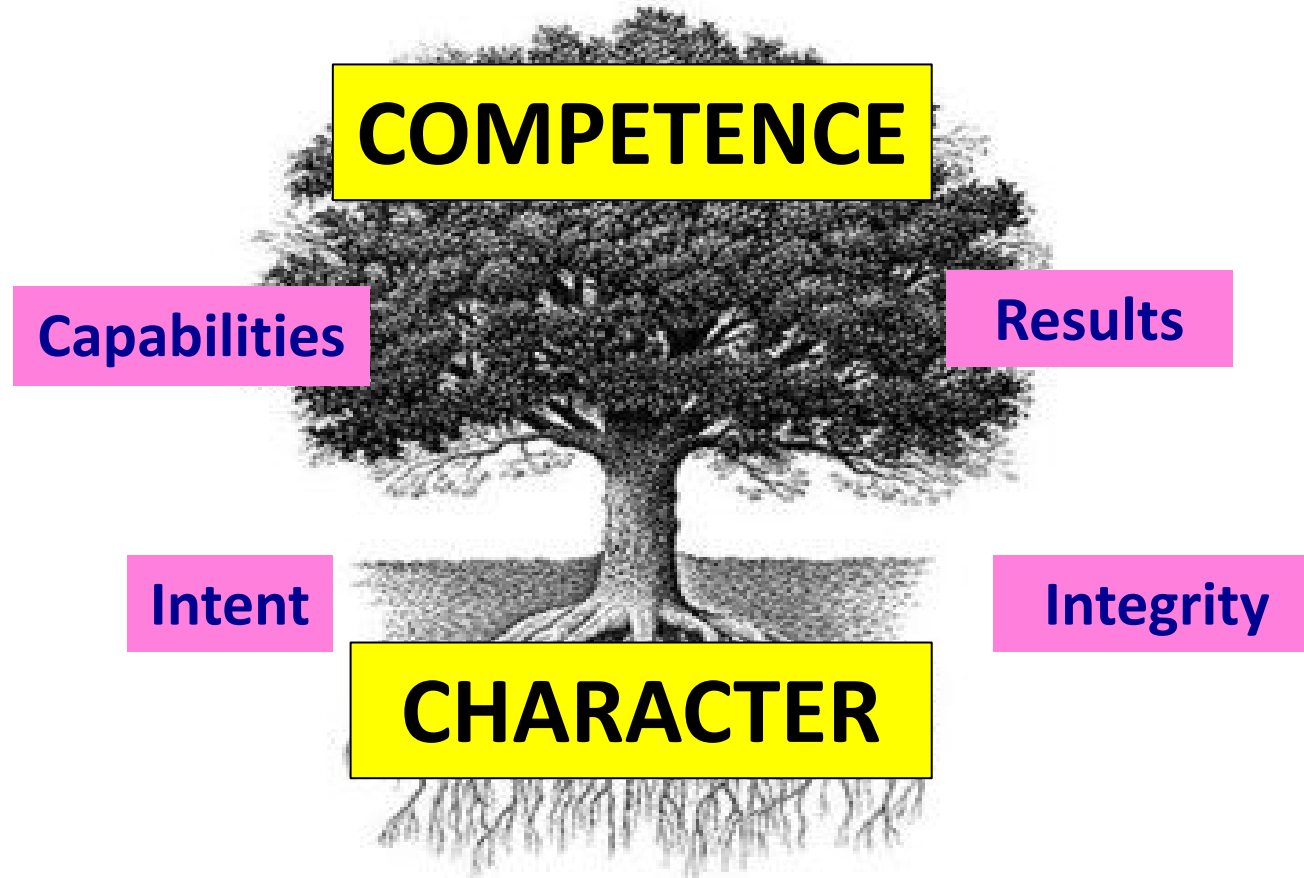
Integrity

- Do I genuinely try to be honest in all my interactions with others?
- Am I open to the possibility of learning new truths that may cause me to rethink issues or even redefine my values?
- Am I able to consistently make and keep commitments to myself?

Intent

- How often do I discount what someone says because I am suspicious about that person's intent?
- What kind of tax am I paying because people question my own intent?
- What can I do to improve and better communicate my intent?

Cores of Credibility



Cores of Credibility -- Competence

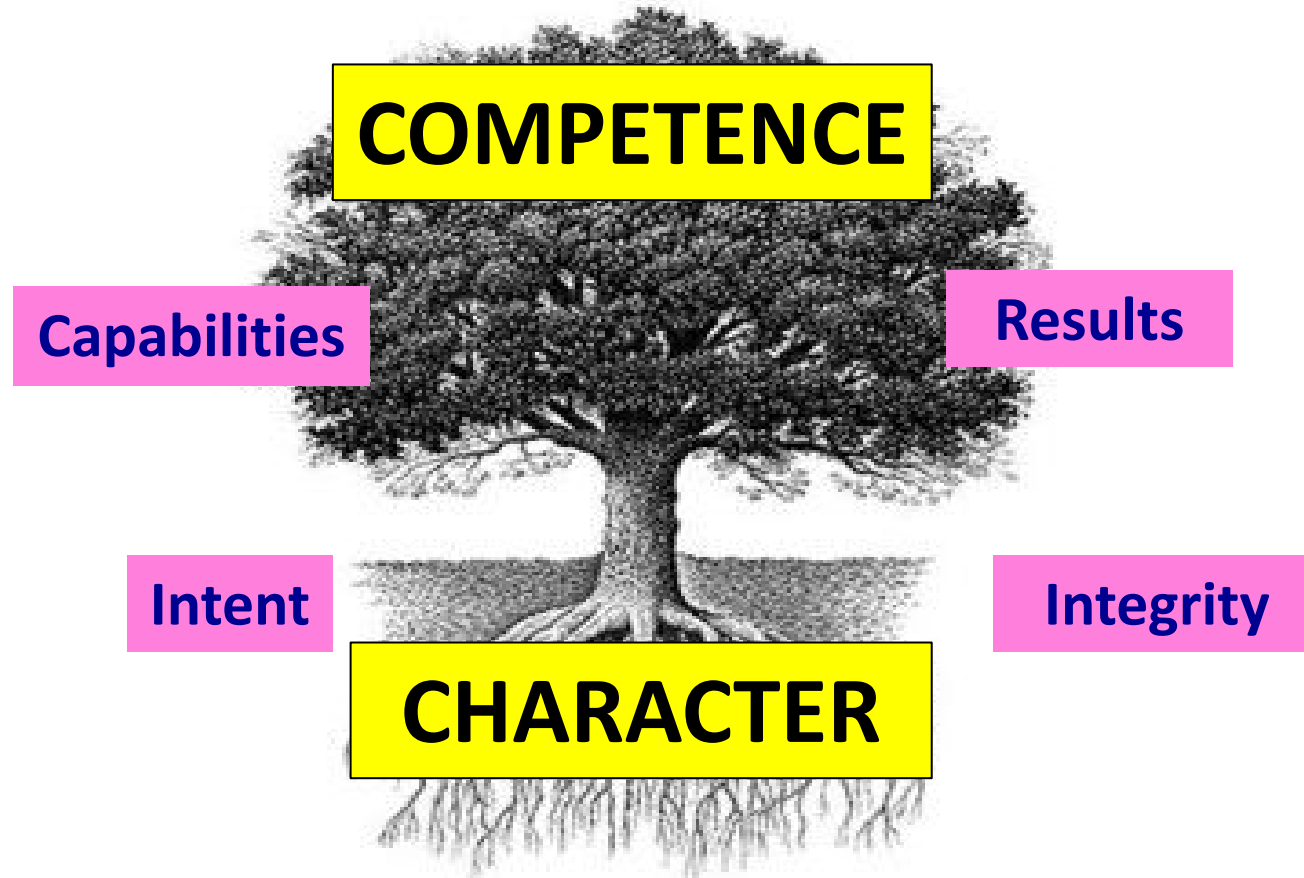
Capabilities

- What capabilities do I have that make me credible and that inspire the trust and confidence of others?
- What experience have I had (or not had) in developing capabilities that affects the confidence I have in myself?
- What is my attitude and approach toward improving my current capabilities and gaining new ones?

Results

- What kind of results am I currently producing and do they increase or diminish my personal credibility?
- If I were considering hiring someone, to what extent would that person's track record and current performance influence my decision?
- Does my performance inspire confidence and trust?

Cores of Credibility





Relationship Trust

Traditional Business Formula

Strategy **x** Execution = Results

Traditional Business Formula with the hidden variable

(Strategy \times Execution) \times *Trust* = Results

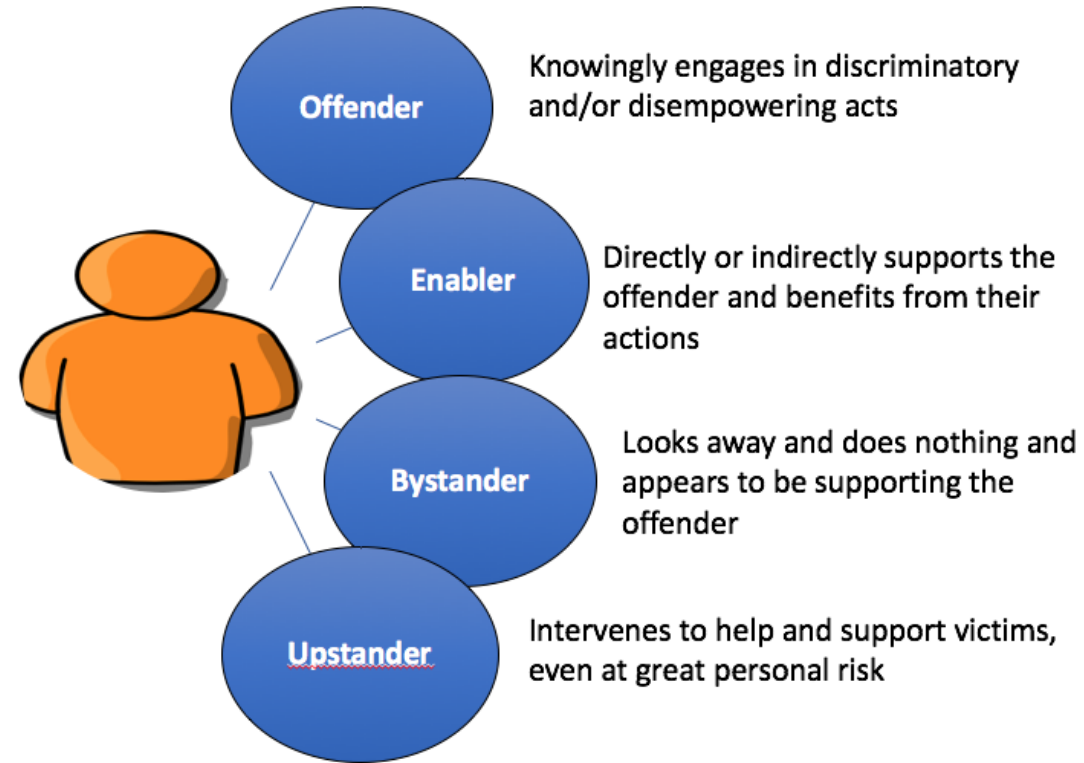
Things that erode relationship trust

- Lack of accurate information
- Breaking commitments
- Unfair treatment
- Micro-managing
- Inconsistency
- Spinning the truth

“The moment there is suspicion about a person’s motives everything he does becomes tainted.”

Mahatma Gandhi
Leader of the Indian Independence Movement

Roles people play



People don't change just because they're educated and motivated; they change because the cultures that they are part of begin to call them to new behaviors.

Robert Allen

Beat the System! A Way to Create More Human Environments

Other waves of trust

Organization Trust	Market Trust	Societal Trust
<ul style="list-style-type: none">• Manipulating facts• Withholding information• Resisting new ideas• Covering up mistakes	<ul style="list-style-type: none">• Your brand or reputation<ul style="list-style-type: none">• Impacts how people feel about the organization• Impacts views on safety and value• Impacts if the public uses your services• Impacts funding you receive	<ul style="list-style-type: none">• Social responsibility• Accessible to everyone• Affordable for everyone• Innovative• Environmentally conscious• Cost effective

Confidence in. . .

Reliability – performing consistently well

Truth – that which is in accordance with fact or reality

Ability – talent, skill, or proficiency in a particular area

Question of the day

What role does trust play in the circumstances surrounding . . .

- people of color dying from COVID 19 at a higher rate than whites?
- the incidents of police brutality against Black Americans?



Improving Trust

Behaviors that establish trust

1. Talk Straight
2. Demonstrate respect
3. Create transparency
4. Right wrongs
5. Show loyalty
- 6. Deliver results**
- 7. Get better**
- 8. Confront reality**
- 9. Clarify expectations**
- 10. Practice accountability**
11. Listen first
12. Keep commitments
13. Extend trust

Stephen M.R. Covey

“When it comes to diversity and inclusion, you can have state of the art training programs, policies, systems, and other interventions but, without ***trust*** you have no sustainability.”

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THANK YOU!

Turning Point Leadership Group

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