

Why Trust Is Essential In Business



Trust is foundational in every relationship. Business is no exception. Your clients must trust your abilities. Your employees must trust their colleagues. Without trust, your company cannot experience growth.

Trust empowers your employees. This sense of empowerment leads to at least 26% higher employee satisfaction, according to a study by Yona Kifer of Tel Aviv University.

As a [Specialty Quality and Regulatory Recruiter](#), I have seen many types of business relationships. From experience, I know that it is essential to build trust in a company.

Before I start, think about someone in your life that you trust...

Why do you trust them? What qualities make them different?

Many of those qualities are important to a trustworthy business relationship. This article explains how to build trust within a business.

How to Build Trust

Share information

Many managers are reluctant to share information with their employees. They don't know what's appropriate to share so they just don't say anything at all. Unfortunately, your employees keep working without knowing if they are meeting goals or where they can improve. Don't be afraid to show-off quarterly goals. The more your team knows, the more invested they will feel with the company.

Commit to Your Word

We want to work with people that we can count on. Nothing speaks louder than sticking to your word. If people can't rely on your word, they won't trust you. They may extend some grace initially. Eventually, noncommitment leads to doubt and disbelief.

Stay Consistent

No one wants to wonder whether their colleagues can deliver. You have to be trusted to do a great job every time. Doing so, can also motivate your employees to improve their job performance.

Keep your mood consistent as well. Communication is essential within a company and a positive mood can make your employees feel more comfortable confronting you with their problems.

Be a Role Model

Act how you want your employees to behave. As the business leader, you are a role model. Your employees will only work as hard as you.

If you want your employees to meet deadlines then make sure that you meet deadlines, and your work is thorough and complete. Show up on-time. Your behavior will make an impression.

Put Your Trust in Employees

Trust is earned. However, if you want to build trust, you will have to trust your employees.

For example, if you know that an employee wants a promotion then delegate the employee more tasks. Stay open-minded until you have a reason not to.

Taking the time to build trust within your company is an investment for the company's future. As a recruiter for over 20 years, I have seen many styles of leadership. The teams that work best together have great communication and trust. It also improves employee retention to keep your great team intact. If you would like to discuss other ideas and tactics to improve the performance of your team, contact me at jking@rqfocus.com or (541) 639-3501