

The Language of Trust

The Foundation for
Exceptional Governance

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Trust Builds Commitment







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**Trust Means
Different Things
To Different
People**



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**Trust is based upon
Perception
of
Behaviors**

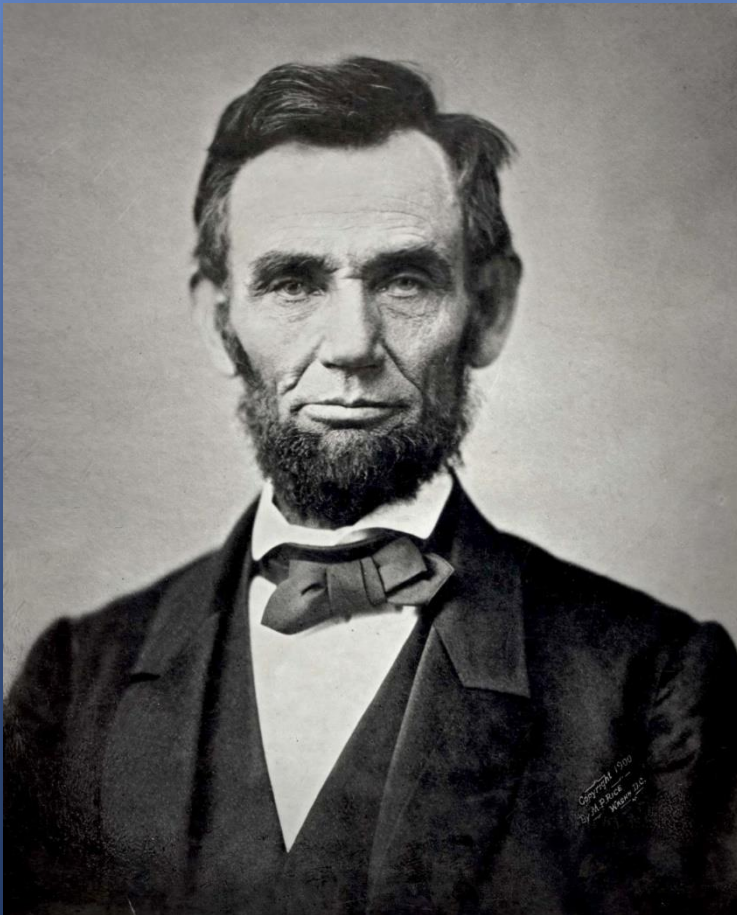


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Trust Boosters

Trust Busters

Trust Boosters



Trust Busters



The

ABCD

Trust Model™

Trust Works! Four Keys to Lasting Relationships

Blanchard, Olmstead, Lawrence

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Able

“Demonstrate Competence”



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Believable

“Act with Integrity”



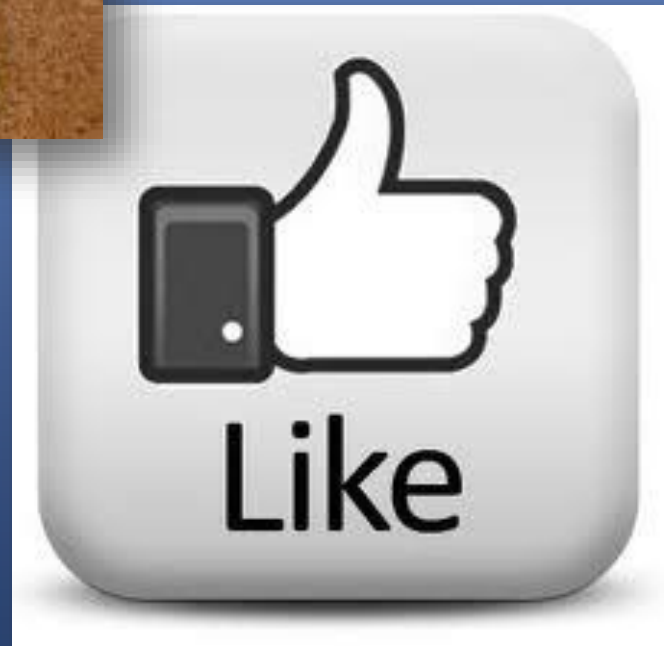


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Connected

“Care about Others”





Dependable

“Maintain Reliability”

DWYSYWD



Able

Demonstrate Competence



- Expertise
- Performance
- Facilitation Skills

Believable

Act with Integrity



- **Honesty**
- **Values**
- **Fair Process**

Connected

Care about Others



- People Focus
- Communication
- Recognition

Dependable

Maintain Reliability



- Responsiveness
- Accountability
- Organization

Trust on a Non Profit Board

- **Board and Executive Director Relationship**
- **Board Members' Relationships**
- **Criticality of Trust**
- **Examination of Trust Components**

Board

A – Able:

- Knows organization and its mission
- Brings experience, knowledge & expertise
- Prepared for meetings
- Sets Strategic direction

Executive Director

A – Able:

- Meets goals
- Gets results through others
- Utilizes expertise to attain desired outcomes
- Knowledgeable about industry trends

Board

B – Believable

- Models values of organization
- Makes decisions based on values
- Follows rules, policies
- Maintains equitability
- Ethical

Executive Director

B – Believable

- Models values of organization
- Makes decisions based on values
- Follows rules, policies
- Transparent & equitable
- Ethical

Board

C – Connected

- Share concerns
- Listen to community (not staff)
- Take genuine interest in board members and ED
- Praise (thank you notes, emails, phone calls, coffees)
- Provide private and public acknowledgement

Executive Director

C – Connected

- Personal interest in Board: Knows members' strengths, skills and interests
- Listens to concerns
- Provides feedback
- Recognizes contributions both publically and privately
- Keeps professional relationship

Board

D – Dependable

- Follows through with commitments
- DWYSYWD
- Responds in timely manner to requests/information
- Shows up on time and ready to do business

Executive Director

D – Dependable

- Follows through with commitments
- DWYSYWD
- Responds in timely manner to requests/information
- Gets materials/information to board as requested

Trust Continuums and Perceptions

- Board Engagement

In the WeedsDisconnected

- Relationship with Executive Director

Buddy/Buddy Impersonal/Distant/Hands
Off

Trust
Works!

