



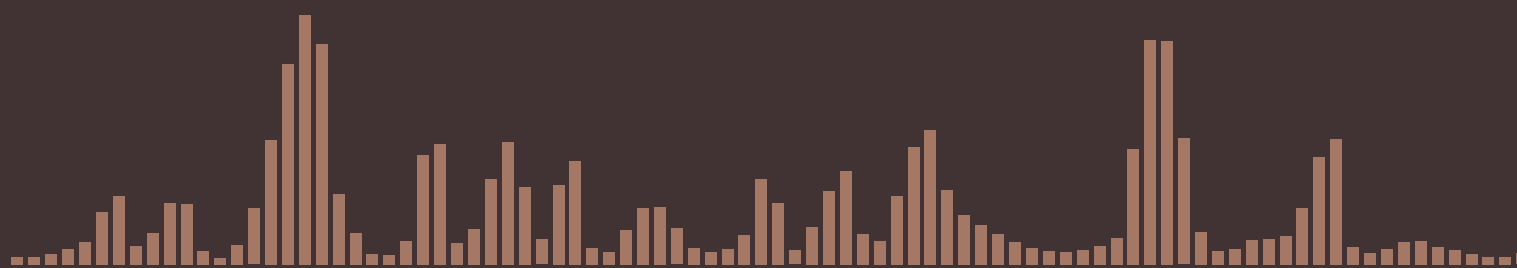
LEADERSHIP INSIGHT

# How do I **rebuild trust** after a culture has been damaged?





**Trust isn't a  
switch.**



**It's a spectrum.**

And yes - it can be rebuilt.

**We tend to  
speak about  
trust in  
absolutes.**

**"I don't trust them."**

**"They've broken our trust."**

**But trust is  
more like a  
scale**



ranging from low to high.

# Trust is built (or broken) through how we show up in relationships.

It's about:

- ➔ What we promise
- ➔ How we deliver
- ➔ And how we respond when things go wrong



# The 4 Components of Trust


TRUST

**Sincerity** - Do their actions match their words?

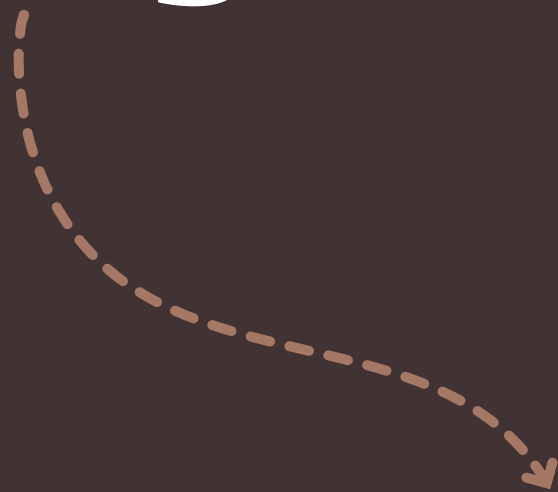
**Competence** - Can they do what they said they would?

**Reliability** - Will they show up, consistently?

**Involvement** - Do they genuinely care about what matters to us?

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**If trust  
has been  
damaged?**



**it can be  
repaired...**

# To rebuild trust, we need:

**Acceptance**

**Forgiveness**

**Willingness to begin again**

**Compassion**

**Empathy**

# To build trust, Analyse:

- ➔ Which area is broken, how do we repair it?
- ➔ What's the conversations that need to be had, to rebuild the trust



WIDE OPEN SPACES  
LEADERSHIP DEVELOPMENT



# Ask yourself:

What conversations need to  
be had, in order to rebuild  
the trust?