



HOW TO BUILD A TRUSTING CULTURE WHEN IT MATTERS MOST

On average, people spend about one-third of their lives at work.

Let that sink in for a minute.

Considering this massive investment, it's understandable that workers would want to feel secure with the leadership, team members, and overall structure of a company. Having the peace of mind that employers have their best interests at heart enables employees to focus on being the most productive versions of themselves.

But with many offices reopening or reimagining their day-to-day operations in the wake of the coronavirus pandemic, workplaces and the people that populate them face countless unknowns, including:

- *Which jobs are essential right now? Will those employees receive hazard pay?*
- *What steps (e.g., PPE investment, outbreak protocol, etc.) are in place to ensure employee and associate safety?*
- *How will metrics related to production and revenue generation change?*
- *How will morale be maintained?*

These are just a few of the countless queries racing through the heads of business owners and associates preparing to return to the workplace. With uncertainty rampant in several industries — and the employment landscape overall — it's important to do everything possible to put associates at ease.





BUILDING A RELIABLE CULTURE

Most workers are used to encountering a curveball or two at work. Unexpected growth and disruption come with the territory, and they're manageable if leadership puts the proper processes and resources in place.

That's easier said than done, though, as decision makers must address a variety of considerations to subdue concerns. There need to be comprehensive continuity plans in place to help sustain operations as well as safety measures to ensure that workers feel secure in carrying out their regular duties. On top of that, decision makers must establish new safety rules, be clear about who must follow them, and communicate the consequences of not adhering to these provisions.

Going deeper, leaders need to develop a culture of open communication. From associates to internal staff to vendors to clients, stakeholders and other affected individuals should know when change is afoot. Will a particular change mean a shift in processes, protocol, and performance? If so, information needs to be shared with whoever needs to hear it.

Just as important is a leader's ability to demonstrate a forward-looking plan. Are there steps to address potential needs in head count, production, and other facets of the business? Associates feel secure when their employers know what's in front of them and what's on the horizon.

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WHY TRUST MATTERS

There are plenty of good reasons trustworthy workplaces have become more prominent in the past decade or so. Even before COVID-19 forced every company to establish its unique reaction to the virus, many businesses tried to cultivate a trusting and transparent culture. The power to peek behind the curtain helps customers develop an extra connection to brands and feel like they're a small part of the process.

Internal transparency works similarly by providing workers with a sense of ownership and advocacy. **Research shows** that transparent and trustworthy companies produce employees who are...

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74%
LESS STRESSED
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106%
MORE
ENERGETIC
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50%
MORE
PRODUCTIVE
”

When employees trust your company and its process, their energies can be focused on the task at hand. When their suggestions and feedback are heard, they feel proud of where they work and the work they do. Trust creates buy-in — both in the company's culture and in progress toward its goals.





BUILD BELIEVABILITY WITH YOUR TEAM

Trust should always be an internal priority, but the current circumstances throughout the world make trust particularly essential right now. With so many things up in the air, workers and associates should be able to rely on the companies they work for and the decision makers steering the ships.

Here are five ways to create that trust:

1. Encourage an open dialogue.



Your associates and workers should feel like the door is always open if they want to bring any thoughts and insights to company leaders and decision makers. Develop processes and forums that drive open and honest two-way communication between staff members and leadership.

At Integrity Staffing Solutions, we practice this by regularly surveying our internal teams. Each quarter, we send employees a link to submit anonymous questions; we then collect responses to those questions and share them with the team. This method not only encourages team members to speak their minds and engage, but it also allows our leaders to show that they're available and willing to answer any questions people might have.

When associates trust that their voices are heard, they engage more with the process.



2. Push information from the top.



Leaders ascend to the head of organizations because of their willingness to make big choices and communicate that information. Take charge of any situation life throws your way by being transparent and forthright while sharing important updates.

Our leaders communicate as often and with as much detail as possible in a variety of manners. For example, we conduct virtual town hall discussions where we have our C-suite and other leaders dial in to answer questions on team members' minds. We also send biweekly news briefs to update our team about company news, and we provide regular email blasts and webinars for our associates, clients, and team members that detail new protocols and processes.

Leaders can help associates better embrace and trust change by endorsing it themselves.

3. Follow through on your word.



It sounds so simple, but being true to your word goes a long way when it comes to building trust with your team. Do everything in your power to follow through with any decision, change, or communication.

If you put a timeline in place for a project, for instance, make sure it stays on track. If it falls behind schedule, update everyone impacted while being direct about where things stand and why they might be stalled. Transparency and follow-through don't break new ground, but they do add to the foundation of trust between a company and its employees.

4. Ask what you can improve.



If you want associates to feel invested in the company's health, demonstrate your commitment to making things better. Show employees the steps you're taking to improve the workplace with surveys and other means of gathering feedback.

Conduct an **employee Net Promoter Score (eNPS)** to assess the engagement level of your team members, their willingness to advocate for the company, and what you need to do to improve things. Look at production and **attrition rates**, asking direct questions about how leaders can help boost the former and lower the latter.



5. Prioritize mental and physical wellness.



The personal wellness of your associates ultimately drives their professional success. Provide your team members with benefits that help them maintain their well-being.

Adding telemedicine to your benefits package, for example, provides a convenient and affordable healthcare option. Telemedicine enables workers to schedule virtual visits with their physicians at any time before or after work, which means they don't have to sacrifice a day of pay or production.

It also engenders brand loyalty by showing team members that their personal and physical health matter. By seeing employers walk the walk with telemedicine and PPE, workers trust that their employers value them as people and producers.



CONCLUSION

Companies bring on employees of all varieties because they trust that they can get the job done. Trust is a two-way street, though. Employees give a lot of their time and selves to be the best employees they can be. In turn, employers need to foster trust with workers to provide the security they need to realize that potential.



Integrity Staffing Solutions is a full-service staffing agency that ranks in the top 2% of agencies across the country for quality service based on ClearlyRated's "Best of Staffing" client survey. To learn more about Integrity or for help with your hiring needs, visit [integritystaffing.com](https://www.integritystaffing.com) or call **833-446-1300**.