



## Your game plan

So, as a business leader, what do you do?

First, assess honestly where you are in terms of character and competence. Do the same for those leaders on your team. Maybe some of that assessment includes checking in with others – such as employees, or critical customers or stakeholders. Once you know where gaps may exist, you can do something about it.

Second, build an action plan for yourself or your organization and identify the behaviors that could improve trust. Who will you target? Be specific.

Third, take action and have conversations addressing trust. If trust has been broken, acknowledge that and ask what you can do to improve the relationship going forward. Listen! Listen! Listen!

Fourth, make and keep your commitments. Nothing increases customer or employee satisfaction like commitments kept. Even the little ones count. Nothing undermines trust like failure to keep commitments.

Whether or not you are a follower of Covey's model, the impact of his premise is significant. Once you become aware

that trust is more than honesty, you will see how those dimensions of character and competence play out in our market reputation, our organization and in our relationships – both personal and professional.

Trust makes a huge difference. The dividends that flow from high trust are incalculable. With so much uncertainty in our world today, it is more difficult for leaders to set the vision, lead with confidence and follow through when much of the market is in disarray.

I believe that one of the best hedges to long-term survival in business today is leading with trust. As Stephen M.R. Covey says, it is “the one thing that changes everything.”

### INFORMATION LINK

**Author:** Patti O'Neal is a founding principal of arCapa, a business and leadership consulting firm based in Indianapolis. She brings over 20 years of executive leadership and consulting experience, with arCapa facilitating a business simulation based on “The Speed of Trust.” She can be contacted at (317) 581-6368 or [www.arcapa.com](http://www.arcapa.com)

The **Economic Club**<sup>SM</sup>  
of Indiana

In Cooperation With the Indiana Chamber

## STATEWIDE SUMMER SERIES DEBUTS Don't Miss These Special Programs

**June 9** Scott Hodge, Tax Foundation  
Merrillville (Radisson Hotel at Star Plaza)

**July 14** Jim Morris, Pacers Sports and Entertainment  
Evansville (The Centre)

**August 28** John Norquist, Congress for the New Urbanism  
Fort Wayne (Grand Wayne Convention Center)

**Series sponsors:** ESW, Inc.;  
Franklin College; Ivy Tech  
Community College; Old  
National Bancorp; ProLiance  
Energy, LLC; and Schmidt  
Associates

| [www.economicclubofindiana.com](http://www.economicclubofindiana.com) | All programs are 12:00 p.m.-1:30 p.m. local time