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Do You Have the Trust Edge?

Success, both personal and professional, is built on relationships - relationships are built on trust, and trust must be earned incrementally over time...But how?

In *The Trust Edge: How Top Leaders Gain Faster Results, Deeper Relationships, and a Stronger Bottom Line*, [David Horsager](#) explains that trust is not a soft skill, it is a measurable competency that brings dramatic results. The “trust edge” is built on habits that can be formed. Through his research, Horsager identified eight pillars that establish and support trust:

1. Clarity – be clear and avoid ambiguity
2. Compassion – show genuine concern for the best interests of others
3. Character – do what is right, even when it's not easy
4. Competency – commit to lifelong learning
5. Commitment – stay strong and don't waiver under pressure
6. Connection – ask questions, listen intently and act on what you learn
7. Contribution – be generous with your time and talent, go the extra mile
8. Consistency – keep your thoughts, words and actions in alignment and be reliable

At our [Summer Conference](#) in Denver, Horsager will lead a general session on how to incorporate these eight pillars of trust into our organizations' strategies, goals and cultures to increase our influence and foster innovation. [Community Reach Center](#) COO Clay Cunningham will join Horsager during a breakout session to share how the [Trust Edge](#) helped his organization increase engagement and drive performance.



“Leaders who understand how trust is built can actively influence its development, resulting in a more supportive and productive work environment and, not incidentally, a competitive advantage.” – Robert F. Hurley, founding director of the Fordham Center for Entrepreneurship.

Rebuilding Lost Trust

While it takes time and effort to build trust, it is fragile and can be quickly evaporate with a lapse in judgment. When trust is lost, progress halts,

they won't share ideas with each other and innovation will not be possible.

To rebuild trust, we must own our mistakes, make and keep commitments, work hard to exceed expectations, and be courageous enough to take the risk of extending trust to others. Building (or rebuilding) trust is a process that can't be rushed.



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Our mailing address is:

1876 Eider Court, Tallahassee, Florida 32308

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