

The Importance of Trust

Life Care and Century Park are in the relationship business. It is the very nature of what we do. And trust has been called the single most important factor in building personal and professional relationships.

More than anything else, followers want to believe in and trust their leaders.

John C. Maxwell, author and internationally recognized expert on leadership development, said trust must be built day by day.



“It calls for consistency. Some of the ways a leader can betray trust include breaking promises, gossiping, withholding information and being two-faced. These actions destroy the environment of trust necessary for the growth of potential leaders. And when a leader breaks trust, he must work twice as hard to regain it.”

People will not follow a leader they do not trust, he said. “It is the leader’s responsibility to actively develop that trust in him from the people around him.”

Trust, Maxwell added, is built on many things, including:

- **Time.** Take time to listen and give feedback on performance.
- **Respect.** Give someone respect and he will return it with trust.
- **Unconditional positive regard.** Show acceptance of the person.
- **Sensitivity.** Anticipate feelings and needs of the potential leader.
- **Touch.** Give encouragement – handshake, high five, pat on the back.

Maxwell’s advice is built on common-sense principles. Once people trust their leader as a person, they become able to trust his leadership.

– Beecher Hunter