



The Trust Model is the Standard

Great Place To Work's Trust Model™ is centered completely on the employee experience. It's built on 30 years of research, which has proven that a great workplace is one where employees trust the people they work for, have pride in what they do, and enjoy the people they work with.

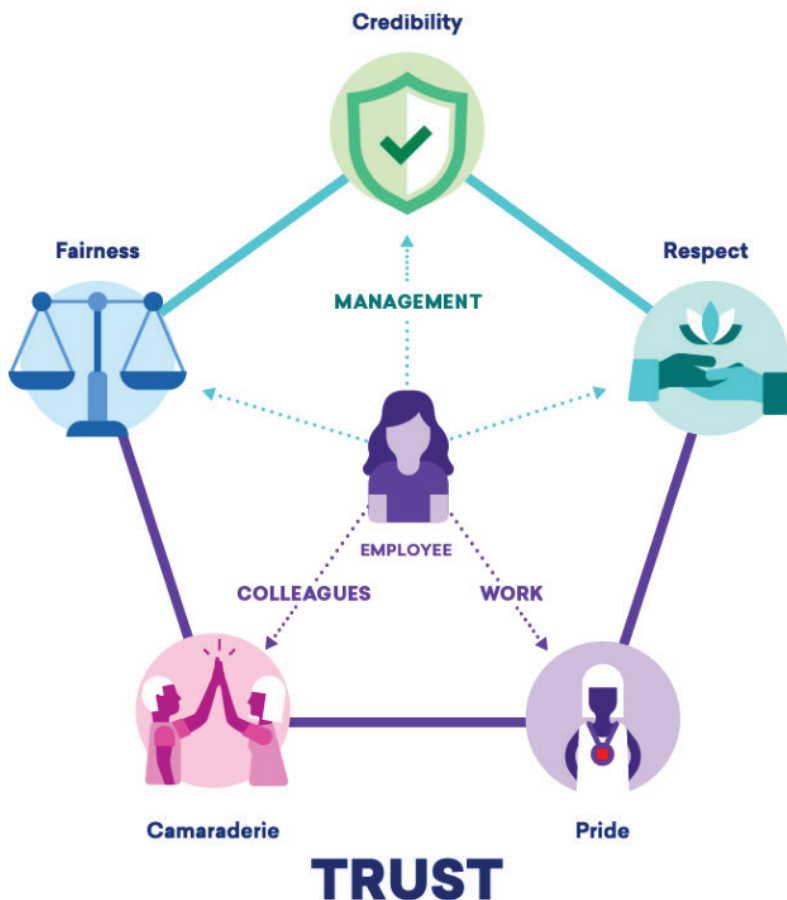
With survey responses from more than 100 million employees around the world, Great Place To Work uses those deep insights to define what makes a great workplace: **trust**.



Trust must be earned. It comes from a conscious effort to walk your talk, keep your promises, and align your behavior with your values. We know from experience that building trust is worth the effort. Great Place To Work's research has proven that people who trust their leaders and feel involved in decisions that impact them are:

- **8 times more likely** to deliver great customer service
- **9 times more likely** to want to stay a long time at their company
- **14 times more likely** to strongly recommend their workplace to others

Nothing speaks more loudly about an organization's culture than its leaders' behavior, which influences employee action and has the potential to drive their results.



Are You Building a Culture of Trust?

Trust in any organization is built on three levels:

- The company level, which considers workplace culture
- The team level, which concerns the relationship among its members
- The interpersonal level, which looks at trust between two people

Trust underpins any healthy workplace with a positive culture, but how do you know when you have a trusting environment at all levels?

Behaviors That Build a Culture of Trust

A Checklist for Leaders

Ask yourself these questions to assess your personal behavior and become aware of the daily practices that encourage a culture of trust in your workplace:

- Am I listening to my employees and seeking their ideas, suggestions, and opinions?
- Am I open to employee ideas and including those ideas in the decision-making process?
- Am I setting and communicating consistent expectations regarding team and individual performance objectives?
- Do I tell employees the truth and follow through by doing what I say I am going to do, even when it is difficult?
- Am I treating everyone, no matter who they are or what their role is, with the same dignity and respect that I expect and would like to receive without bias, judgment, or personal favoritism?
- Are my career goals or personal agendas interfering with my team's performance and my commitment to my employees' success?
- Do I demonstrate concern and care for each employee, workgroup, and department?
- Do I set a good example and conduct myself in a manner consistent with the organization's mission, vision, and values?

You build and maintain trusting relationships and a culture of trust in your workplace one step at a time through every action you take and every interaction you have with your coworkers and employees.

Trust may be fragile, but it can grow strong over time when you consistently make the deliberate efforts above. Turning cultural standards of trust and belonging into an operational process takes more than just you, though. Make sure you're demonstrating these values at every level of your organization with the tools you invest in and the resources you deliver to your people.

Build a culture of trust with UKG + Great Place To Work

GET STARTED