



THE FUTURE OF LEADERSHIP IS TRUST

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The Future of Leadership Is Trust

- People used to be more inclined to trust others; now most people aren't just skeptical about those in leadership, they are distrusting.
- For many leaders, their biggest challenge today is that people are not going to give them the benefit of the doubt.
- According to the Edelman's Trust Barometer, more than half of the population won't trust someone or something until they see evidence.
- Tragically, distrust is now society's default emotion.
- The future of leadership is trust.
- Not everybody trusts you, and if they don't trust you, they won't follow you.

How to Create a Culture of Trust (7:30)

- Creating trust takes intentionality.
- Transparency plus empathy plus consistency equals trust.
- It takes all three of these qualities to create trust.



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Transparency: A Truth to Share (10:00)

- Most of us are selective or even protective about what we share.
- Some pastors think they have to guard “the pastor’s mystique.”
- Leaders often feel pressure to show something that they’re really not.
- To create trust, you have a truth to transparently share, both professionally and personally.
- Sometimes we feel like being least transparent when things aren’t going well, because we don’t want people to worry.
- When communication decreases, uncertainty increases.
- When something is unknown, the unknown feels unsettling at best and threatening at worst.
- It’s better to disappoint your team with a hard truth than to deceive them with a lie.
- When you tell the truth and acknowledge what they already know, you do not lose trust, but you build trust.
- If you don’t acknowledge there’s a problem in the room, you are losing credibility by not telling the truth.
- Someone who doesn’t feel like they’re a part, will never bring their whole heart.
- Be very transparent personally, with wisdom and strategic transparency.



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- Open up occasionally about your own weaknesses, fears, and insecurities.
- The moment you start leading defensively is the moment you start losing everything in leadership. You have to have faith.
- People are impressed by your strengths, but they connect with your weaknesses.
- When you lead with raw transparency:
 - Teams get closer.
 - Solve problems faster.
 - Trust grows stronger.
- Sometimes the people you lead don't think like you think because they don't see what you see or know what you know.

Empathy: A Heart to Care (22:00)

- Your team will never care about your mission if you don't care about your team.
- To build trust, you talk less and listen more.
- You don't talk your way into someone trusting you; you listen your way into it.
- Examples of questions to ask:
 - What are you most excited about in this season?
 - What would you love for me to know about you that I've never asked?
 - If I could do one thing to make your life better, what would it be?



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- When your team tells you something personal, remember it and ask them about it next time you see them.
- You don't just care about what they do but you care about who they are.
- I notice. You matter.
- It's not about you looking good but you loving well.

Consistency: A Culture to Trust (28:00)

- Be consistent with your expectations.
- The number one reason team members don't meet expectations, is because the expectations are rarely clear.
- Be clear what you expect.
- Reward it when you see it.
- Correct it when you don't.
- It's not what we do occasionally that matters; it's what we do consistently.
- The best leadership is boring.
- Consistency creates:
 - Emotional safety.
 - Organizational clarity.
 - Exponential impact.



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Giving Trust (35:30)

- To earn trust, you give trust.
- The best way to figure out if you can trust someone is to trust them.
- Take a risk on people.
- You may be disappointed if you trust too much, but you'll always limit your leadership if you don't trust enough.
- If you have to do it all, either you're too proud or you're not surrounding yourself with the right people.

I Trust You (39:30)