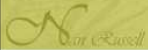


# What Every Library Professional Needs to Know About Trust **And Why It's Essential to Engagement**

Presented by  
Nan S. Russell

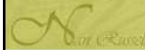
CALCON15 – Loveland, CO  
October 23, 2015 – 1:30-2:15 p.m.



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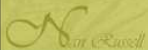
## Part 1: Myths & Truths About Trust

Discussion



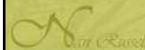
## Truth or Myth?

1. Trust isn't always a good thing. T | M?
2. Trust has two sides; the most important is figuring out if you can trust others. T | M?
3. When trust is lacking, disengagement results. T | M?



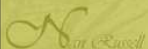
## Truth or Myth?

4. Authority creates trust. Like change, trust must start from the top. T | M?
5. When it comes to fairness, outcome matters more than process in building trust. T | M?



## Truth or Myth?

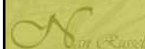
6. People naturally focus on the negative. T | M?
7. Once broken, trust cannot be rebuilt. T | M?



## When you operate with today's truths...

### You:

- ✓ Create natural followership
- ✓ Build influence
- ✓ Enable engagement & innovation
- ✓ Spark trust
- ✓ Get great results



## Trust Pays Dividends

- ✓ Reduced turnover
- ✓ Higher volunteerism
- ✓ Expanded well-being
- ✓ Increased accountability
- ✓ Higher engagement
- ✓ Increased fund raising
- ✓ More collaboration and teamwork
- ✓ Heightened community involvement

*N. Russell*

## Part 2: 5 Essential Skills for Your Trust, Inc.

*N. Russell*

## Trust, Inc. \ noun. \

1. A thriving pocket of trust (a.k.a. trust-pocket) where passion, engagement, innovation, and great work flourishes.
2. A place where trust currency is made.
3. A work group, requiring no formal approval or permission, that enables authentic trust.
4. A self-created winning culture led by a trusted boss.
5. A business culture operating with sustainable trust currency that regularly pays dividends.

*N. Russell*

## No Permission Needed to ...

- ✓ Create a trust-pocket
- ✓ Engage the disengaged
- ✓ Be a trusted boss, board member, or colleague
- ✓ Trust others
- ✓ Enable engagement, accountability, and innovation

*N. Russell*

## Trust, Inc. Leaders

### Essential Behaviors

- ✓ Go first
- ✓ Elevate your communication
- ✓ Demonstrate behavioral integrity
- ✓ Show up authentically
- ✓ Build genuine relationships

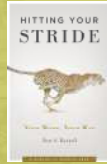
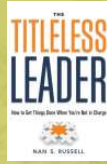
*N. Russell*

*"Trust, not technology, is the  
issue of the decade."*

~ Tom Peters

*N. Russell*

## Additional Resources



Complimentary eSubscription to:  
*Winning at Working*  
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