

Implement:

10 CONCRETE WAYS TO EARN TRUST



Walk Your Talk

FOR THIS “WALK YOUR TALK” SECTION, REFER TO PAGES 14-20 OF THE “REPLENISHING TRUST” GUIDE IF YOU NEED CLARITY ON TERMS OR EXAMPLES.

Behave With Integrity: Can you identify instances where your organization has acted with integrity? Are there areas of misalignment? What measures are in place to ensure staff integrity?

Action Plan: Outline strategies to maintain what your organization is doing well and how to address any misalignments or gaps it has identified (e.g., continue or start to hold town halls to hear feedback).

Identify Moral Norms: What moral norms (e.g., fairness) are central to your organization’s work, and how does it embody them?

Action Plan: Where is there confusion about the moral norms you follow that need clarity? Which moral norms are in consistent use, and which moral norms do you need to practice more?

Practice Moral Elevation: How often and in what ways has your organization practiced moral elevation by showcasing and advancing others' good deeds this year?

Action Plan: How might your organization practice moral elevation more often?



Put Your Best Foot Forward

FOR THIS “PUT YOUR BEST FOOT FORWARD” SECTION, REFER TO PAGES 20-29 OF THE “REPLENISHING TRUST” GUIDE IF YOU NEED CLARITY ON TERMS OR EXAMPLES.

Trust Trio — Equality, Competency, Hope:
How does your organization exhibit equality, competency and hope?

Action Plan: Where are there opportunities to double down on effective behaviors and practices, and where is there room for improvement to do this more deliberately and consistently?

Signal Trust to Communities: In what ways does your organization show your communities that they are trusted, and where are you sending mixed signals you can clear up?

Action Plan: Identify ways to demonstrate more trust in your communities (e.g., follow community-led solutions, provide nonrestrictive funding, etc.).

Encourage Participation: How does your organization engage people, including soliciting and responding to feedback?

Action Plan: Where could your organization increase opportunities for people to participate meaningfully and for your organization to be responsive to feedback?

Extend the In-Group: Where is your organization bringing in new constituencies? Where are you, perhaps inadvertently, creating an “us vs. them” divide?

Action Plan: Where are opportunities to bring more people in? What third spaces can your organization create to make this happen? What bridging will need to happen and by whom for this to succeed?



Don't Step in It

FOR THIS “DON'T STEP IN IT” SECTION, REFER TO PAGES 30-33 OF THE “REPLENISHING TRUST” GUIDE IF YOU NEED CLARITY ON TERMS OR EXAMPLES.

Own Up to Mistakes: Where have your organization's actions not aligned with its moral norms?

Action Plan: What does your organization need to own up to as a way to earn more trust?

Don't underestimate expertise or engage in drive-by relationships: Where is your organization being more transactional rather than relational? Where might your organization be usurping voice and power rather than using it?

Action Plan: How can your organization prioritize relationships more? How can your organization honor and elevate expertise and lived experience?

Foster In-Group Bonding Without Othering: Does your organization foster in-group bonding without dehumanizing and scapegoating others? Where might your organization have room for improvement?

Action Plan: Propose ways to strengthen in-group bonding without othering (for example, an event or experience that brings people with common interests together).