

## May Newsletter – Virtual Trust

Yesterday morning was great. Why? Because I spent over an hour having coffee with a complete stranger who wasn't at all strange. In fact this 'stranger' did such an instant antonymical flip that I felt like I'd known him for years. He was warm, open and engaging...the real deal, an authentic ripper with rapport. He instilled TRUST. We had a great meeting.

Now, where do you think I hooked up with this stranger? Yes you guessed it...in a virtual world. Thanks to LinkedIn and thanks to ourselves, I might add, we took the time to say 'hello' to each other and to 'connect' before becoming yet another socially networked unconnected connection and the risk paid off!

I thought therefore that we'd zero in on creating trust in the virtual world this month as it's something that appears to be so overlooked these days, yet it's so important.

To all you aspiring leaders out there, remember that having 'real deal' qualities will ignite trust, loyalty and following. Top notch leaders stop and consider the quality of their values, their actions, their motives and their intentions. They are exactly who they claim to be and they walk the talk. On that note, McGraw Hill publishers released a study on leadership trends in 2012 in which they said *leaders don't have to be perfect but they do need to be honest and authentic.*

When it comes to operating virtually, and keeping in mind that *we judge each other by our behaviour*, treat your online interactions with others as you would if you were meeting them face-to-face and use the same protocols. Be mindful of:

1. KEEPING YOUR PROMISES - we trust people who follow through and do what they say they'll do. If you say you'll get back to someone or if there's an expectation that you will, make sure you do so.
2. LISTENING – ensure you answer all questions put to you in emails. If not, you're not demonstrating good 'listening' skills.

I know it can be hard with the mountains of mail that hit our inbox each day but we cut a lot of slack online. High trust is a career critical competency, so get good at keeping promises and listening. Be timely with your responses. Ultimately this will mean becoming more organized.

If you work on the above, you'll go a long way towards building trust and increasing your lead. Think common courtesy and you're virtually there.

Till next month....I TRUST you have a great one!

*Caroline*