



THE GAZETTE

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Reducing the Trust Gap

Why is trust important in business?

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Because it helps your bottom line! The 2009 Trust in Business survey demonstrates that companies with self-assessed high levels of leadership capability, collaboration, and TRUST enjoyed a premium in their stock's price/earnings ratio of over 25%. In other words, higher levels of trust inside a company correlate directly with higher P/E ratios. Numerous other studies show that trust - or lack of trust- impact a company's revenue, market share, brand reputation, employee engagement and turnover, stock price, and bottom-line profitability.

Understanding trust with LEGO SERIOUS PLAY



Not surprisingly, several of bricks shown in the image were included in almost all trust stories built in LSP workshops. The transparent bricks show transparency, the window and strings show communication and mental connection, and the ladder shows the challenge and risk taking-mentality symbolized by the safety net.

Beginning in 2011, we have used the LEGO SERIOUS PLAY method with more than 600 people to build answers to three questions about TRUST in the context of their professional work

- Q1:** What is trust?
Q2: What builds trust?
Q3: What does trust look like in action?

Q1: Trust is a feeling, a foundation and a safety net. It is a feeling of knowing that you are being seen and respected as who you are. It is knowing that you all work towards the same overarching goals based on a shared, solid foundation. Lastly, trust is like a safety net in terms of knowing that you can turn to others for help when you need it to live up to your responsibilities.

Q2: The essential building blocks for trust are transparency and then credibility. There must be transparency about beliefs, values, opinions, ideas, preferences, goals, responsibilities and process. When this is in place, credibility leads to trust. You do what you say you will do in a way that is consistent and coherent with your contribution to the shared foundation.

Q3: When an organization has achieved a high level of trust with the above building blocks, employees will be highly engaged and highly involved. People will be more likely to try new ideas, take risks and go the extra step to achieve the common goals.

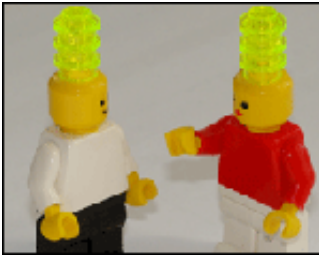
How to reduce the trust gap?



There is a gap to close! A 2014 survey of workers shows that worker trust in bosses is going from bad to worse. More than one quarter of those surveyed trust their boss less than in 2013. And 82% of workers feel trusting their bosses is essential to being effective in their jobs.

We have found that LEGO SERIOUS PLAY provides the language

Click the image and listen to one of the stories that describe a group's shared understanding of trust.



Interested in becoming a LEGO SERIOUS PLAY facilitator? Click the image for more information.

for people in a team - bosses and workers - to communicate, solve problems and make decisions in a way that also builds more trust among members of the team. The process creates opportunities for all parties to see each other in a new light, building understanding and shared values. Assuring that everyone's opinion is heard, respected and incorporated in decisions is at the very heart of the LEGO SERIOUS PLAY process

For more information about how to use LEGO SERIOUS PLAY for your strategic or organizational challenges and build more trust at the same time [send email](#).

Sincerely,



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Rasmussen Consulting specializes in using LEGO SERIOUS PLAY to effectively harvest an organization's collective intelligence to enhance strategic behavior for better and faster decision-making. We are based in Denmark with offices in US, Japan and Singapore. www.rasmussenconsulting.dk.

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