

Trust – The Backbone of Leadership

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Who Do You Trust?

Who is the **person** from work or life, besides your partner, whom you trust the most?

What **behaviour** does that person demonstrate that **inspires** you the most?



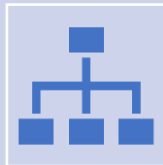
Why is trust so important?



89% of board leaders consider **trust** to be a critical factor in **attracting and retaining talent**



91% of leaders felt trust is essential to **maintaining customer loyalty**



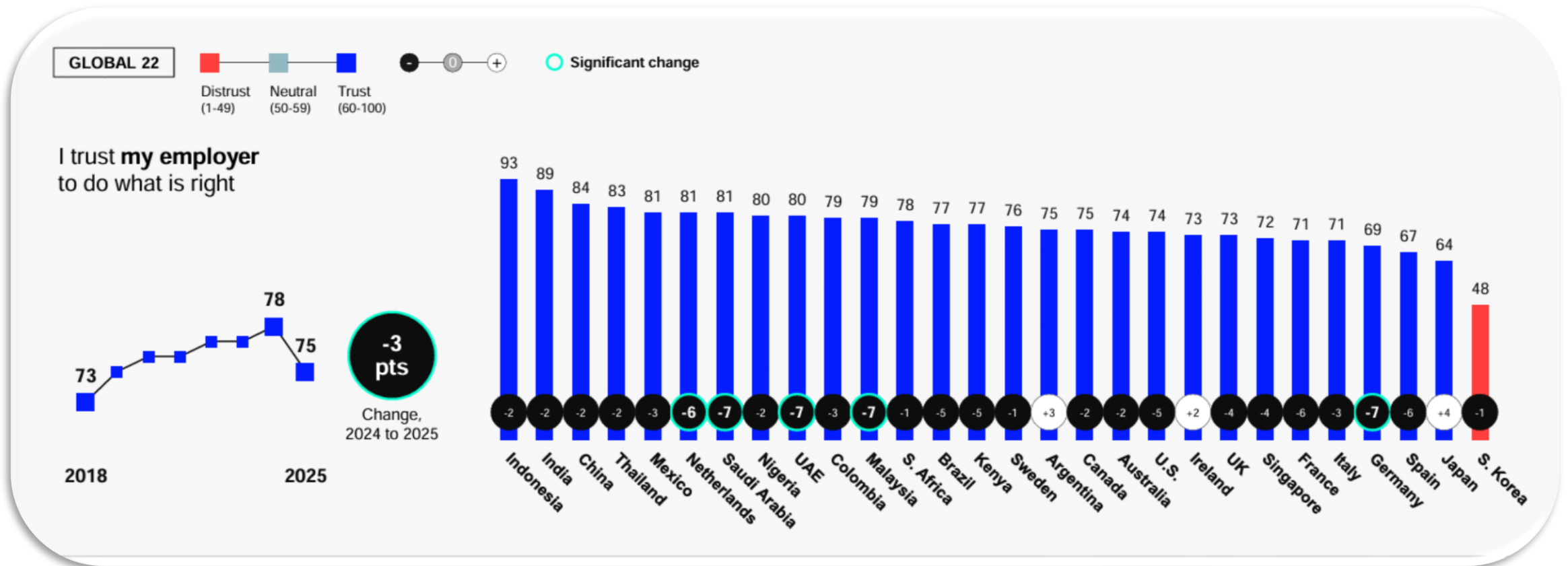
Most leadership teams have no mechanism to measure **trust**



Source: The Trusted Executive Limited

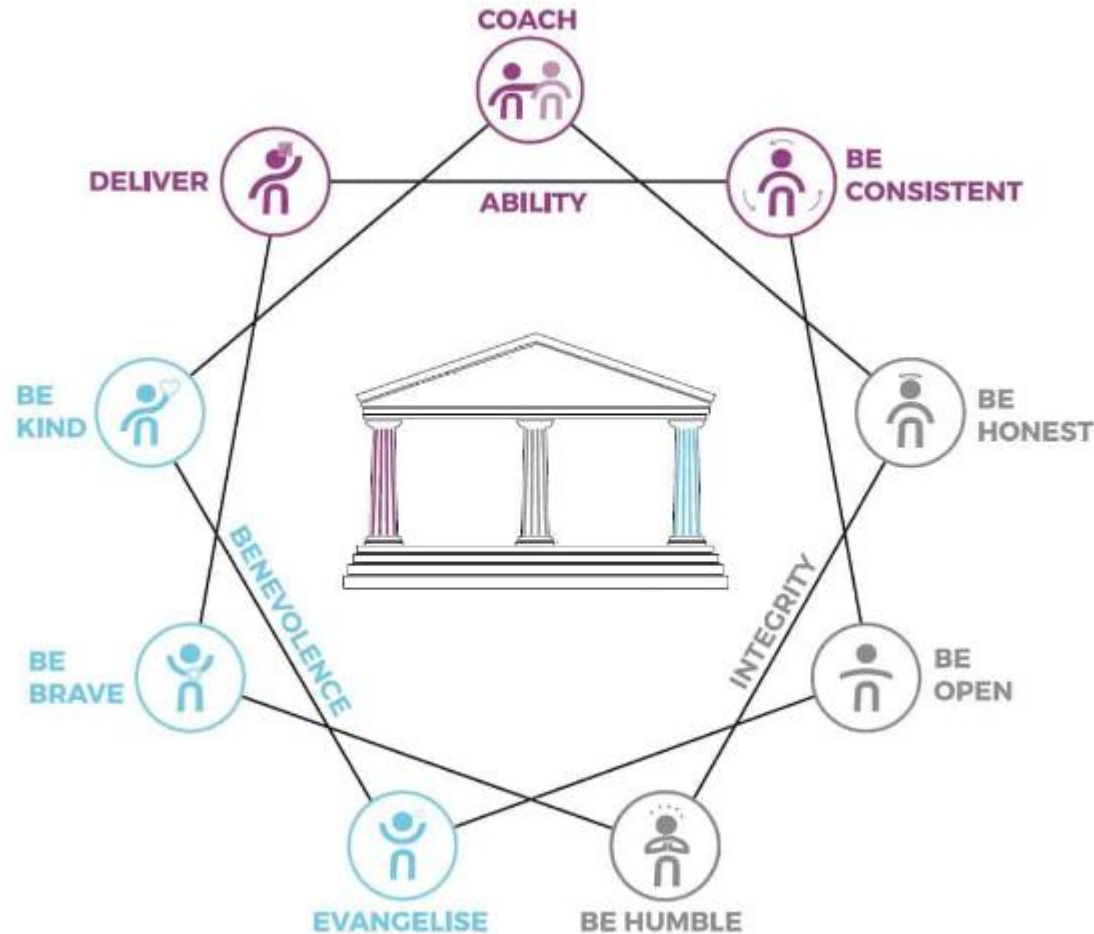
Global Decline in Employer Trust

The percentage of employees who trust their employer



The Nine Habits of Trust

(Trustworthiness = Ability x Integrity x Benevolence)



DO HB CHECK

- D – Choose to Deliver
- O – Choose to be Open
- H – Choose to be Honest
- B – Choose to be Brave
- C – Choose to Coach
- H – Choose to be Humble
- E – Choose to Evangelize
- C – Choose to be Consistent
- K – Choose to be Kind

How to Succeed as a New Leader - Jocko Willink

All map to the Habits of Trust



1. Be humble (*Choosing to be Humble*).
2. Don't act like you know everything (*Choosing to be Humble*).
3. Listen. Ask for advice and heed it (*Choosing to be Open*).
4. Treat people with respect (*Choosing to be Kind*).
5. Take ownership of failures and mistakes (*Choosing to be Honest or Brave*).
6. Pass credit for success up and down the chain (*Choosing to Evangelize*).
7. Work hard. As the leader, you should work harder than anyone else on the team. No job is beneath you (*Choosing to Deliver*).
8. Have integrity. Do what you say and say what you do. Don't lie up or down the chain of *command* (*Choosing to be Honest*).
9. Be balanced (*Choosing to be Consistent*).
10. Be decisive (*Choosing to Deliver*).
11. Build relationships. The main goal of a leader is to build relationships. A team is a group of people who have relationships and trust one another (*Choosing to be Open*).
12. Lastly, get the job done (*Choosing to Deliver*).



PHOTO: TIM BEARSON/PETTER LEE MEDIA

Trust is the glue of life. It's the most essential ingredient in effective communication. It's the foundational principle that holds all relationships.

— Stephen Covey —

AZ QUOTES