

"Trust is one of the most valuable yet brittle assets in any enterprise"

(Mishra, Spreitzer & Mishra. 1998)

- **What is trust?**
- **What makes it valuable?**
- **Why is it brittle?**

Trust underpins successful marriages/partnerships, family life, and friendships.

Trust is also vital in our relationships with professionals - our doctor, our financial advisor, our children's teachers.

The work place creates significant links and ties with other people.

Consider the relationships :-

- between employee and supervisor or immediate manager
- among members of a team
- between employees and senior/executive management.

In recent times the significance of trust to the success of these workplace relationships has begun to be appreciated.

Our information paper explores three questions :-

- What is trust?
- Why is it important in a business context?
- How do you strengthen it?

To explore in greater detail contact:

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