

# YOUR TEAM IS STRUGGLING WITH COMMUNICATION BARRIERS

## HOW CAN YOU BUILD TRUST EFFECTIVELY?

For trust to have an impact inside the workplace there must be lateral leaders in the team.

Impactful facilitators are deliberate lateral leaders. These are the people who choose to lead across an organisation, irrespective of hierarchy. They encourage collaboration and inclusivity inside teams & between teams.

Added to this the 2027 analysis by Shawn Burke et al\* showed that all models of trustworthiness consisted of three common pillars: ability, integrity and benevolence. Making these norms explicit for any team invites them to own them outright.

A trusted lateral leader (facilitator!) will demonstrate their abilities publicly on a recurring basis, act with integrity and be influential as a result. They make a contribution via good deeds (the opposite of which is being a source of humiliation, sarcasm and minimising others).

\* <https://www.sciencedirect.com/science/article/abs/pii/S1048984307001221>

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