



People: Trust in small scale
work environments
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High trust is a boon to any organization, however in a small organization it is a necessity. Consider a local deli owner. The deli owner is passionate about creating a high quality product, service, and environment for his/her customers. Now initially the owner may try and perform all the necessary functions for success by themselves, but after some initial success they will realize the need for a competent staff to help them fulfill their dreams. Now the question arises... "Who can I trust to run my business like I would?" The answer would most likely surprise the owner.

Trust can be cultivated within most new employees; but in order to do so certain steps must be followed by the owner:

1. Get the *right* person for the job
 - a. Don't rush a hiring decision; they can often be more costly in the long run
 - b. Look for people you like personally and could see yourself spending a lot of time with
 - c. Be fair and prepared to compensate them for what they are worth
2. Be genuine
 - a. Set your expectations from the start and encourage questions
 - b. Define their freedoms and allow them to make decisions
 - c. Empower them to make an impact, not to be a drone
 - d. Do not micro manage them, trust them to get it done
3. Recognize them
 - a. Employees need to know how they are doing, when is the last time you said "Hey, great job doing _____!" to a low level employee of yours?
 - b. Provide opportunity. A deli owner may not have a lot of growth potential at his deli but he most likely has connections to other people if the employee ever needs to move on (assuming the employee may be a student.)
4. Do the right thing
 - a. If you want to create trust you need to be an example of it, don't let them see you swindling customers, talking negatively about other employees, etc.
 - b. You are being judged by them 24/7, remember that.
 - c. Have fun.

"Do the right thing. It will gratify some people and astonish the rest."

-Mark Twain