



## Success Habit One: Building Trust

You can't order trust like you order a pizza. When you make pizza for a living, you quickly learn the "secrets of the trade." Once you see the benefits of doing it, you'll wonder why you didn't try it sooner.

### The Courage to Trust

Do you want to do business with somebody you don't trust? Would you want a relationship with someone you don't trust? Of course you don't! Trust is the foundation for all good personal and work relationships. It satisfies an emotional appetite for true connection and unity, and it begins by trusting yourself first. When you trust yourself, it's easier to trust others. It takes courage to know who you are, to recognize your strengths and weaknesses, and still see the value of your contribution to yourself, others, and life.

In a scene from the romantic comedy "Moonstruck," a neglected housewife eats dinner with a man she meets at a restaurant. Afterwards, he walks her home. When he realizes that the house is empty, he asks if he can come inside. He is handsome and charming, his intentions are clearly romantic, her husband is cheating on her, the house is empty, and she would never get caught if she said yes. But she says, "No," and when her chagrined suitor asks, "But why?" she answers, simply: "Because I know who I am."

The blandishments of a handsome man were mere distractions to this character: She would go on being who she was. And in this lighthearted movie, we have a statement that is not lighthearted, but is one of the most important lessons life can teach: You have to know who you are. You must have a good and trusting relationship with yourself.

When you know, really know, what matters to you, your actions mirror your beliefs. Your self-respect will not be swayed by external events. Other people may distress you, may even cause you harm, but you have something so solid to hold onto that you cannot be swayed into making foolish decisions, even attractively foolish decisions. There is a marvelous comfort in knowing who you are.

Victor Frankl, author of *Man's Search for Meaning*, found that "piece" of knowledge in the hellishness of a concentration camp. People who had every reason to believe in their imminent death found reasons to live, found ways to care for one another. In a situation designed to bring out the worst in humanity, they found the finest in themselves. These people, strong spirits in tortured bodies, put their energies into being

good to one another. Their focus was outward, positive, and helpful. In the midst of a living nightmare, they still knew, or maybe knew even better, who they were.

Albert Einstein believed that human beings, to realize their potential, must have clear standards of right and wrong. The most important human endeavor, said the famous scientist, is striving for morality in our actions. "Morality is what gives beauty and dignity to life. Following our animal instincts is not enough. Without high standards of right and wrong, men cannot live together in peace and friendship."

In your personal and business life, trustworthiness is fostered and earned by honoring and paying your dues through diligent effort, quality work, and pride in accomplishment. It is going the extra mile and being loyal to yourself and the commitments you make to others. Being your own person is about being self-directed and authentic. It originates at our core by choosing to live and work by a set of ethical standards, beliefs, and values. Authenticity, transparency, and integrity are all from the same family and when service to one another is embraced as a value, trustworthiness is experienced, making it easier to make decisions and solve everyday problems. If you are not authentic and sincere, you will encourage mistrust, fear, and distance.

Integrity means not forsaking what's right for the approval and acceptance of any person or group. It means not engaging in unethical manipulation of others to do what's morally, legally, and humanely wrong. It's knowing that no right thing can come from wrong thinking.

### *Mark*

*Young Mark came from a good family. Trust was highly valued and Mark took pride in always trying to be honest. "Mark, Sr. loved his son and always impressed upon him to do the right and honorable thing regardless of the temptation he would always say: "Son, your reputation and integrity are your most precious assets."*

*Today Mark would be tested. He could hear those words ringing in his ears as he stood facing the time clock. His own timecard in his left hand and Jason's in the right. Jason, a good friend and coworker, asked him to clock-in on his behalf. Jason was late. He knew this was dishonest and against company policy. Conflicted, angry, and confused, he was torn between right and wrong. Jason was his friend and he was tempted to do it. What would happen if he got caught? Would he lose his job? He despised these feelings and decided to put Jason's card back in its slot. "My reputation is all I have" he thought. "I like Jason but I'm not prepared to compromise my honesty."*

## **The Enemies of Trust**

In Buddhism, one of the core doctrines is titled The Three Poisons. These are greed, hatred, and delusion. Besides the negative karmic effect of these three poisons, they also form the basis for a lack of trust and are the roots of dishonest thoughts. Greed of any sort, even greed of knowledge, diminishes your authenticity. You become

unbalanced. Hatred brings about vengeful thoughts, which in turn lead to duality and dishonesty. Delusion, within itself, cannot be trusted. Many of our fears and paranoia stem from over active imaginations.

The way to be trusted and to trust others is to follow the Golden Rule: "In everything, do unto others as you would have them do unto you; for this is the law of the prophets."  
-Jesus of Nazareth.

False fronts and facades produce insincere energy transference. What we think affects how we feel, which plays out in our body language and nonverbal communication.

If someone is untrustworthy, their next consideration is power and control over others. If an untrustworthy person has power, the collapse of an organization is inevitable and employees, investors, and even industries get hurt.

The FBI continually conducts investigations into corporate fraud matters. The 2008 sub-prime lending crisis devastated individuals and companies and put the world economy into a tail spin. History has demonstrated that a workplace that is secretive and duplicitous can teach people to become untrustworthy; but if character is taught in childhood, it remains the same across most situations. Being trustworthy is demonstrated in one's behavior and actions. It is a state of one's character, and in the workplace character and trusting relationships are essential ingredients for long-term success.

If you hire for character and train for skills, you'll have a good chance of establishing a workplace filled with trustworthy people.

In the final analysis, trust is the most valuable asset we have. It is having the courage and inner strength to stay away from being deceitful, cheating, stealing, betraying, and speaking with a forked tongue. It is having an inner resolve that is based on respect and love for ourselves and others. Our behavior is the end result of what we believe to be the truth. If our truth is that we respect another person's property and life, we will not abuse, use, break, or consider taking them.

When we are both trustworthy, we help each other achieve our highest potential, resulting in zones of inspiration and profitable work environments!

### ***The Father and His Sons***

*A father had a family of sons who were perpetually quarreling among themselves. When he failed to heal their disputes by his exhortations, he was determined to give them a practical illustration of the evils of disunion; and for this purpose, he one day told them to bring him a bundle of sticks. When they had done so, he placed the bundle into the hands of each of them in succession, and ordered them to break it in pieces. They tried with all their strength, and were not able to do it. He next opened the bundle, took the sticks out separately, one by one, and again put them into his sons' hands, upon which they broke them easily.*

*He then addressed them in these words: "My sons, if you are of one mind, and unite to assist each other, you will be as this bundle, uninjured by all the attempts of your enemies; but if you are divided among yourselves, you will be broken as easily as these sticks."*

- AESOP'S FABLES

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## **A Credo for Relationships**

I choose to trust myself, others, and life.

I choose to be authentic.

I choose to communicate in truth.

I choose to help not hurt.

I choose knowledge over ignorance.

I choose to listen more and talk less.

I choose peace over aggression.

I choose to respect and be respected.

I choose to give, rather than take.

I choose humbleness over arrogance.

I choose optimism over cynicism.

I choose love over fear.

### ***Courage of His Convictions***

*Abe Lincoln made the great speech of his famous senatorial campaign at Springfield, Illinois. The convention before which he spoke consisted of a thousand delegates together with the crowd that had gathered with them.*

*His speech was carefully prepared. Every sentence was guarded and emphatic. It has since become famous as "The Divided House" speech. Before entering the hall where it was to be delivered, he stepped into the office of his law-partner, Mr. Herndon, and, locking the door, so that their interview might be private, took his manuscript from his pocket, and read one of the opening sentences: "I believe this government cannot endure permanently, half slave and half free."*

*Mr. Herndon remarked that the sentiment was true, but suggested that it might not be good policy to utter it at that time.*

*Mr. Lincoln replied with great firmness: "No matter about the policy. It is true, and the nation is entitled to it. The proposition has been true for six thousand years, and I will deliver it as it is written."*

- AUTHOR UNKNOWN, GOOD STORIES FOR GREAT HOLIDAYS

## Teamwork

*"None of us are as capable as all of us." - ZIGGY*

In business, teamwork is the secret to success. When we treat each other as internal customers, with dignity, respect, and efficiency, we create a culture of cooperative high-performance, which ripples out to the external customer.

Emotionally secure individuals make the best team players. Secure competent individuals understand the power of teamwork. Secure individuals are comfortable with sharing information because they know that their creativity and growth come from sharing ideas.

Teamwork requires an understanding and an individual commitment to achieving goals together- a willing commitment to make things happen in concert with others. This makes teamwork difficult for insecure individuals who are afraid to share their knowledge or themselves with others. Teamwork means using the strengths of each individual in brainstorming, planning, problem-solving, and allowing the experience and abilities of each team member to have a voice. Because it's exciting to be empowered, individuals are more willing to participate in creating solutions, setting goals, and executing them with a greater sense of urgency.

Working in teams means allowing a free flow of ideas, which opens the door to disagreement and debate. From time to time, working as a team will mean allowing the most qualified person to lead. Unlike cooperative groups, real business teams do not meet, just for the sake of meeting. Teams meet to share responsibility, share the load, find solutions to problems, and work out ways to be more effective. In a nutshell, teams meet to find more efficient ways to achieve goals that ripple out to manifest the organization's vision.

Teamwork focuses on directing individual creativity, energy, experience, and ability toward a shared destiny; and it requires a greater understanding of human behavior. Interpersonal communication must remain proactive, sensitive, flexible and in some cases, tolerant of mood changes, circumstances, and different personalities. A good team will make their differences their strengths-as opposed to groups of people who will form cliques and fall into the trap of "group-think," seeing differences as incompatibility.

Supporting differences does not mean consensus and agreement just for the sake of harmony, or to create warm feelings amongst the team members-it means directing those differences as strengths toward goals in the same way you would with experience and skills. For example, motivated, talkative, social initiators may be difficult to handle in a team, but their strength in verbal communications and social situations would make them the most qualified to present ideas to larger meetings and upper management, thus bringing victory to the team. When you focus on the strengths of others, you build trust and respect. When you focus on the weaknesses of others, you foster conflict and distrust.

As with Olympic sports teams, good business teams are continuously looking for ways to improve their performances- by carefully examining how the last project was carried out and how the goal was or was not achieved and by asking the all important questions: "What could we do better?" and "What do we need to improve?" In this way, the team becomes comfortable with critical evaluation and measurement and through continuous improvement, more successful.

There are a number of extremely valuable strategic reasons why teamwork has been at the center of success for a number of companies . . . large and small:

- Higher levels of productivity
- Higher levels of quality
- Higher levels of motivation
- Higher levels of customer satisfaction
- Higher levels of employee satisfaction
- Higher levels of belonging
- Higher levels of job satisfaction
- Higher levels of job enrichment
- Higher levels of communication
- Lower levels of attrition
- Lower levels of conflict
- Lower legal costs
- Lower stress related claims
- Lower absenteeism

- Low workplace hostility
- Lower costs of production
- Lower costs for loss control

## *Synergy Is the Secret*

### ***Who Do You Thank?***

*Charles Plumb, a Navy pilot on his 70th mission, was shot down and unfortunately parachuted into enemy territory. He was captured and spent several years in an enemy prison. Upon his release along with many others, he was interviewed on national television and this led him to give lectures on the lessons he learned from his experience.*

*One day, some years later, a man approached him in a restaurant: "Are you Charles Plumb?"*

*"Yes-do I know you?" asked Plumb.*

*"Not directly," the man replied, "but I was the sailor who packed your parachute*

*on your last mission."*

*Plumb, amazed and grateful, thanked the man. "If that chute didn't open, I wouldn't be here today."*

*"I was just doing my job as part of the team," the sailor replied.*

*Plumb realized that this sailor, like so many others, held the pilots' lives in their hands. They did it with diligence, commitment, and with great care. Because they were a part of a dedicated team, they never expected recognition.*

*"Who Packs Your Parachute?" Who helps you through life, physically, mentally, emotionally, and spiritually? Be grateful to them for doing their part and recognize them by saying "thank you"!*

*- AUTHOR UNKNOWN*

## **Responsibility**

*Be a part of the solution and not a part of the problem.*

Team players take 100% responsibility for their role in the team. That means being highly competent, reliable, objective, and accountable. Good team players don't blame others and when they are wrong, they admit it quickly and learn from it.

Response-ability: The ability to answer for one's conduct and obligations. To be accountable, to be trustworthy. A moral obligation to do one's duty.

Trustworthiness is established with internal and external customers by the level of responsibility shown to your job, to the unwritten civil standards and norms of society, and to one's actions. If you say you are going to do something, you will be measured by your word. You are measured on the reliability of your responsiveness to execute precisely what you said you will do.

Trust compounds and grows every time you demonstrate your responsibility. The opposite is also true: Trust diminishes rapidly with unreliability. People unwittingly test one another on the principles and the values that sustain an ethical and moral society. Even dishonest people use these principles as measures of trust.

Teams must be responsible, reliable, and held accountable for their performance. Teams are not designed to be a forum for justification and excuses. If a goal has not been achieved, the first step is measurement and analysis to determine margins of error. Then the team can problem-solve to find solutions to reduce the margins of error and move forward with a re-implementation plan of the best alternatives.

“Teamwork is Dreamwork” when done right.

Our Synergy Team Power workshops supercharge teams to work together  
with a shared destiny.

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in helping them refine their teams and strengthen their organization.  
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meeting. To schedule an appointment with us, please contact us at:

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Parables teach us many things, here are some for your enjoyment

#### *Two Brothers and the Geese*

*Two sons work for their father on the family's farm. For some years, the younger brother had been given more responsibility and reward, and one day the older brother asked his father to explain why.*

*The father says, "First, go to the Kelly farm and see if they have any geese for sale-we need to add to our stock."*

*The brother soon returns with the answer. "Yes, they have five geese they can sell to us."*



*The father then says, "Good, please ask them the price."*

*The son returns with the answer. "The geese are ten dollars each."*

*The father says, "Good, now ask if they can deliver the geese tomorrow."*

*And duly the son returns with the answer, "Yes, they can deliver them tomorrow."*

*The father asks the older brother to wait and listen, and then calls to the younger brother in a nearby field. "Go to the Davidson farm and see if they have any geese for sale-we need to add to our stock."*

*The younger brother soon returns with the answer. "Yes, they have five geese for ten dollars each, or ten geese for eight dollars each; and they can deliver them tomorrow. I asked them to deliver the five unless they heard otherwise from us in the next hour. And I agreed that if we want the extra five geese we could buy them at six dollars each."*

*The father turned to the older son, who nodded his head in appreciation. He now realized why his brother was given more responsibility and reward.*

## **Understanding**

*When we focus on the strengths of others, we build trust and respect!*

Understanding differences in others is the bridge to cooperation, respect, and trust. Prejudice has no place in teamwork. We are uniquely different-different races, religions, cultures, genders, beliefs, and abilities.

John Gray's bestseller *Men Are from Mars and Women Are from Venus* obviously implies that men and women are different. Men and women are different-but they are also unique. Everyone is an individual. In the workplace today, you will find people from different cultures, who think differently, have different values and rituals. In the United States, as with many countries around the world, an array of languages are spoken. People from all over the world move to other countries to better their lives; therefore, culture shock is not uncommon. Many new immigrants find it difficult to adjust and connect with the new ways and let go of the old. People who are raised in different cultures are proud of their national heritage and go to great lengths to protect who they are, and that's a good thing. They draw a sense of emotional security from their frames of reference-how they were raised.

*A person who doesn't stand for something will fall for anything.*

## **Fostering the Value of Understanding**

It is tolerance and understanding of differences that allow different cultures, religions, genders, and opinions to work together in harmony. By choosing to foster tolerance and understanding, you multiply the potential to find different and new solutions to everyday problems. Fostering tolerance and understanding leads to focusing on the strengths of one another, which in turn builds trust and respect-the basis of all good relationships. For all nationalities, a good attitude is more acceptable because it can contribute to faster assimilation, connection, and personal security.

Fostering understanding will also open the door to similarities. People are people, and good interpersonal communication is appreciated around the world. We are similar in many ways-we all want to be respected, we all want to maintain our dignity, we all prefer positive communication. Observing different cultural rituals and demonstrating the willingness to build a bridge of communication, cooperation, and collaboration will, without a doubt, create reciprocal behavior.

## 10 Tips for Fostering Understanding

1. Look for ways to connect and Synergize. "It's you and me against the problem, not you and me against each other."
2. Be aware: Observe different cultures and foster understanding by sharing your differences and similarities.
3. Be careful not to overpower people by intimidating them with size, voice, and personal space.
4. Slow down, talk less, and listen actively.
5. Be sensitive to gender differences.
6. Criticize actions-not people, genders, or cultures.
7. Avoid power plays, stereotyping, sexual comments, and personal innuendoes and jokes.
8. Be polite, courteous, and respectful.
9. Smile and relax while communicating.
10. Be inclusive, ask questions, and invite opinions.

### *The Blind Men and the Elephant*

*It was six men of Indostan  
To learning much inclined,  
Who went to see the Elephant  
(Though all of them were blind),*

*The First approach'd the Elephant,  
And happening to fall  
"God bless me! but the Elephant  
Is very like a wall!"*

*The Second, feeling of the tusk,  
Cried, -"Ho! what have we here  
This wonder of an Elephant  
Is very like a spear!"*

*The Third approached the animal,  
And happening the trunk to take  
"I see," quoth he, "the Elephant  
Is very like a snake!"*

*The Fourth reached out his eager hand,  
And felt about the knee.  
"'Tis clear enough the Elephant  
Is very like a tree!"*

*The Fifth, who chanced to touch the ear,  
Deny the fact who can,  
"This marvel of an Elephant  
Is very like a fan!"*

*The Sixth no sooner had begun  
About the beast's tail to grope,  
"I see," quoth he, "the Elephant  
Is very like a rope!"*

*And so these men of Indostan  
Disputed loud and long,  
Though each was partly in the right,  
And all were in the wrong!*

*- JOHN GODFREY SAXE (1816-1887) (EDITED VERSION)*

# Seek Synergy

*People who think, get in sync!*

Seeking Synergy means looking for ways to work more harmoniously with your teammates and continuously improving efficiency and service to customers. Synergy is all about creatively searching for ways that will multiply the quality of workmanship, workplace relationships, and the excited feeling of achieving the extraordinary; that means that everyone on the team learns to play from the same sheet of music, secure within themselves and their own individual talents to contribute with no fear of loss.

Synergy is that special power that we all take for granted. We recognize it by saying: "It's the energy," "the chemistry," "the stars lined up for us," "we just clicked," "we had a meeting of minds," and "we were in the zone." It is an unexplainable experience that always leaves us saying: "WOW! That felt great!"

Synergy comes about when a project or specific job is integrated and aligned and when the team members are mentally and emotionally in sync-committed to a shared destiny.

Rather than expecting Synergy to happen by luck, chance, or fate, choose to seek Synergy by taking the initiative to look for it in every job, every function, and every relationship.

Continuous improvement is the bedfellow of Synergy. Synergy is about leaning positively into a job and seeking each day to improve quality, service, and teamwork. Make  $1+1=3$  by looking for ways to improve a job, connect with others and "WOW" customers. It is an optimistic, practical, and strategically prudent way to take everyday work situations and problems and focus on finding the best solutions. It's about going the extra mile with internal and external customers- exceeding their expectations. Personally, it is about doing the best job you can and then a bit extra. When people are giving a bit extra, it's not uncommon for a seemingly average team to begin achieving the extraordinary through the practice of Synergy.

Synergy always works, if you work at it. Synergy means more "we" and less "me." The key is a heightened sense of awareness. Awareness will allow you to discover the power of Synergy. When people are cooperating and combining energies in the present, there's magic in the air. Interestingly, the lowest form of energy in the universe is matter, and the highest form is mind energy. The power of directed and focused mind energy can change many things about the way you relate to yourself and the world. Great discoveries and fortunes have been made by those who have understood how to direct energy and the dynamics of related activities.

*"Men stumble over the truth from time to time-but most pick themselves up and hurry off as if nothing happened."*

- WINSTON CHURCHILL

*Like the Canadian geese, bees synergize, too. In the winter, bees create what is called the "bee winter dance." They form themselves into a ball and start moving, and the energy they create keeps the whole ball warm. The bees in the middle of the ball change and go out to the outside and the outside ones go to the inside, in a kind of shuffling dance. Through that movement, they are all able to survive the cold of winter.*

## Talk It Out

*Synergy is a conspiracy to overthrow conflict and hate!*

Honest relationships are vital to team success. One of the most powerful things we can do to build trust and honest relationships is to deal with conflict immediately in an objective, constructive, and candid manner. The key is to avoid ego defensive comparisons such as: "Who is right in any given situation?" It is not "who" is right, but "what" is right. Focus on seeking Synergy.

If you're angry and upset, don't transfer your negativity on to someone else. A cat-kicker, Zig Ziglar says, is someone who kicks other people emotionally. This affects profits, productivity, and job satisfaction.

Anything can be resolved if people are willing to talk things out. Often, two people in an argument allow their egos to take over, and that's when the anger and screaming begins and resentment sets in. Work on maintaining a professional problem-solving attitude and be objective during conflict. Stay emotionally in the present and don't take things personally. Maintaining your objectivity is of immense value in resolving differences of opinion.

When Quincy Jones recently rerecorded "We Are the World" for the refugees in Haiti, he posted a huge sign outside the studio that read, "Leave your ego outside." That sign affected all the big personalities who came to take part in the recording, and synergized the performance. The song became extremely popular and came off with so much positive energy, it was felt around the World!

## 20 Ways to Build Trust

1. Trust begins with yourself. All relationships begin with the relationship you have with yourself.
2. Be predictably responsible in your actions. Make the right choices. No right thing

can come from wrong thinking. Be competent in work. You have to be trusted to do your part to make the team successful.

3. Be reliable. When you say you will do something, keep your word.

4. Be responsive. Respond directly to people: make eye contact, have a firm handshake, and have good manners.

5. Be accountable. Accept good and bad circumstances and situations. Don't make excuses when you fail. Be objective and fix it. Show your strength of character under adversity.

6. Be honest. Don't embellish, exaggerate, selectively leave out information, or be afraid to express your opinion. Do not lie, cheat, steal, or deceive in any way-for anyone-for any amount of money.

7. Be loyal. Self-serving people are never trusted. Loyalty has a lot to do with trusting yourself and your ability to keep the promises you make in both your personal and business relationships.

8. Transparency. Be open and share yourself to a level of acceptable comfortableness. Politely share your opinions with others. Let people know where you stand.

9. Authenticity. False fronts, game playing, and double standards escalate mistrust and are a barrier to good working relationships.

10. Admit your mistakes. Have the courage to admit mistakes-apologize and move on.

11. Stand up for what's right. It's not who's right that counts, it's what's the right thing to do. This is true for all of life's situations.

12. Be respectful. Being respectful to everyone demonstrates your strength of character.

13. Be fair and balanced. Be fair to all and consider how decisions will impact everyone.

14. Be open-minded. Prejudice and judgements based on your religion or cultural values will cause conflict and eliminate trust.

15. Listen. The fastest way to create resentment and resistance is to be a preoccupied bad listener.

16. Don't gossip. Remember the person who is gossiping with you, is gossiping about you.

17. Be hardworking. Everyone respects, trusts, and even admires a hardworking person who dedicates their best efforts to the job.

18. Be cooperative. Positive, cooperative people are trusted more easily.

19. Give sincere compliments, not false flattery.

20. Communicate consistently, avoid secretive agendas, and closed doors. Be candid and open with everyone.

What you have been reading thus far is an excerpt of our book:  
Synergy Team Power. We have included it as a handout for your enjoyment. We  
would gladly love to gift this entire book to you during our first face-to-face meeting.

To schedule an appointment with us, please contact us at:

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