



Five Tips to Build Trust and Engage Employees

Confidence in business is at an all-time low. People don't trust institutions, industries, or the CEOs that lead them.

Overwhelmed by the speed of change, people are skeptical of innovation and perceive it as a negative—posing a complex challenge to business leaders across the globe. And because engagement begins with trust, building trust and reinforcing it among employees is crucial to the success of your organization.

Vitiello Communications Group (VTLO), a global leader in business communications, offers the following tips to build trust and increase engagement within your organization.

1. Identify credible spokespeople.

Knowing who your audience trusts is the first step to engaging workers. In recent years, the balance of credibility has moved away from executives in favor of employees. Therefore, in order to maximize trust, you will need to identify new spokespeople to deliver your organization's message. You won't have to look too far, however, as they may be sitting right down the hall. More than ever before, people are especially receptive to the information they receive from a company expert, a subject matter expert or a person like themselves. So, enlist these reliable sources to communicate strategic company initiatives.

2. Develop messaging that speaks to employees.

In this age of skepticism, it is important to formulate your message accordingly. The sweet spot for communications lies in the intersection of integrity and engagement. Go beyond promoting innovation, business practices and goals. Instead, articulate the individual and societal benefits your

Business leaders need to develop a strategy to build trust.

company provides. Employees and customers are concerned with the public good. Incorporate storytelling techniques for an even more personal approach. By keeping business practices transparent and placing people above profit in your communications, you can provide interesting content that will inspire employees and make them proud to be part of your team.

3. Establish an employee ambassador program.

You have identified credible spokespeople and honed a targeted message. Now, it's time to put the pieces together. Mobilizing a cross-functional team of employees to serve as ambassadors for grassroots communications about your products, services and business practices is the next step. By empowering people with a natural affinity to align with your message, you can build trust and have a positive impact on engagement levels. In fact, dynamic employee engagement programs have proven effective in driving adoption of key initiatives and behaviors that results in transformational change.

4. Create a culture of engagement.

What are the typical habits, attitudes and behaviors driving your organization? Does your company's culture empower people and challenge them to succeed? Does it promote transparent communication between all levels? Understanding how your organization ticks can help you develop a strategy that will shape your company's future success.

5. Recognize great work.

Ready-to-go tools provide guidance for managers so they fully understand the topic to be communicated and are prepared to conduct team meetings. Thanking employees for a job well done goes a long way in earning their respect and building trust. Whether it's a formal award program, a feature published on the intranet, or a personal note of thanks, applauding success should always be a part of your plan.

VTLO TIP SHEET



Build Trust

We can help develop a strategy and give you the necessary tools to engage employees and advance business success.

Start the Conversation

Call or email us to arrange a free, 20-minute phone consultation.

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Talk With the Experts



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