



HoganTaylor

Building Virtual Trust

With Jeff Wilkie



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Agenda



WHAT?
(VIRTUAL TRUST)



SO WHAT?
(WHY WE NEED BUILD
AND SUSTAIN TRUST)



NOW WHAT?
(ACTION STEPS)



Learning Objectives

Define

Define what and why of Virtual Trust and the inherent benefits to executive leadership, staff

Share

Share the meaning of Building Virtual Trust and avoid common pitfalls associated with the endeavors

Provide

Provide practical steps to implement the “trust” plan once completed and set key actions into motion



Jeff Wilkie
Human Capital Principal
*My Pandemic Leadership Narrative -
the what and the why primer*



Trust 101 – Simon Sinek

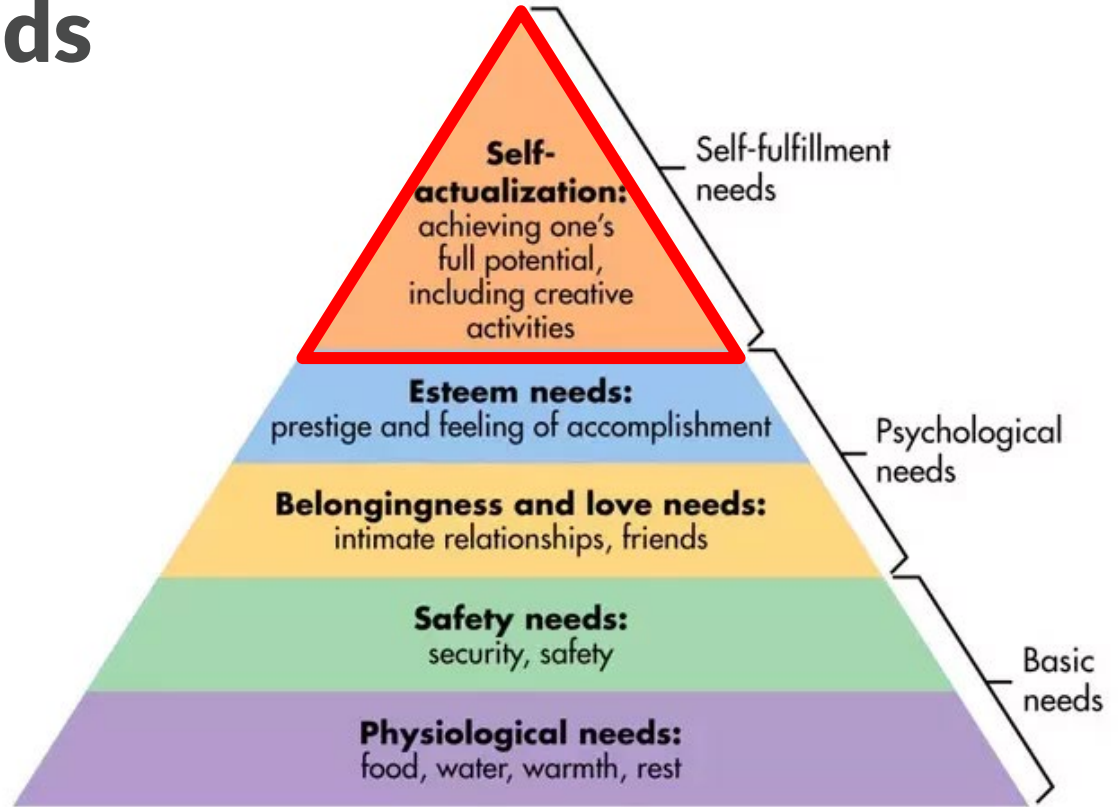
“**Trust** is a feeling, not an instruction.
It emerges from safe environments.
Cynicism, paranoia, mistrust and self-
interest emerge in unsafe environments.”

“Trust is the highest form of motivation.”

-- Steven Covey



Abraham Maslow's Hierarchy of Needs



Maslow's Hierarchy at Work

Most employees
are eager to do
well,

To please their
leaders,

And to achieve
as high a position
as they can with
the company



Another take on “Needs”

Personal Needs:

- To be valued, understood, involved and supported
 - Feel good about themselves
 - Understood (what/why)
 - To Be Asked
 - Trusted
 - Given Responsibility

Practical Needs:

- To reach as high of a position and status as possible
 - Clarity
 - Time
 - Options
 - Agreement
 - Follow-Up

EQ in the Virtual Workplace



Self-awareness



Self-regulation



Motivation



Empathy



Social Skills



**So what?
Relevance to today**



Working Remotely

- In the United States the labor force reached a high of 164.6 million people working in February 2020 just before the Pandemic got into full swing.
- In 2022, more than 4.7 million people work remotely at least half the time in the United States.
- 44% of companies do not allow remote work and only 16% of companies hire remote only workers. (Hybrid Work)
- Globally, 16% of companies are fully remote
- About 62% of workers aged 22 to 65 claim to work remotely at least occasionally.



More on working remotely

Remote employees save avg of 40 minutes daily from commuting.

Since 2020 - **Meeting by video calls 50%.**

Close to 70% of FT workers are home.

23% would take a 10% pay cut to work from home permanently.

People save avg 500/mo, resulting in savings close to \$6000 per year.

59% said they would likely choose an employer who offered remote work



The World of Work – Trust and Engagement matter

- Gallup analysis - 48% of America's working population is actively job searching or watching for opportunities.
- The lost productivity of not engaged and actively disengaged employees is equal to 18% of their annual salary.
- For a company of 10,000 employees with an average salary of \$50,000 each, disengagement costs \$60.3 million a year.
- Replacing workers requires one-half to two times the employee's annual salary. So, it costs \$9,000 a year to keep each disengaged worker and between \$25,000 and \$100,000 to replace them.
- Reassessing the ROI on everything!
- The result is a great reassessment of work and what makes them engaged.



Trust - we know the key aspects

1. Being open and honest
2. Owning your mistakes
3. Sharing your leadership/personal narrative
4. Remember that everyone is a real person, just like you
5. Listening is an underrated skill – practice it as much as you can
6. Get rid of your distractions
7. Be intentional in your activities – large and small
8. Know your constituents and stakeholders – defining audiences
9. Think about how and what you communicate – you are the message!



Now what? Practical Steps



Practical Steps

- + Set clear expectations – communicate them often
- + Be like water – fluidity
- + Adapt, adopt or reject
- + Increase check-ins
- + Emphasize communication
- + Celebrate often
- + Make a listening day or be reminded by peers/colleagues
- + Connect and be accessible
- + Share documents and information
- + They chart their own path



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Employee Recognition

Employee recognition – now known as **social recognition**– is the act of publicly acknowledging your people for who they are and what they do.

With employee recognition, workers recognize each other and make the workplace feel more inclusive and human.

Employee recognition is one of the most important factors in driving workplace engagement, productivity, and employee retention.



Recognizing and Rewarding Others Using **GIFT**

Growth	Providing Growth/Stretch Opportunities
Improve	Helping others to Improve
Focus	Giving Focus
Thanks	Saying Thanks for a job well done

Six Critical Questions in Defining Culture – The Advantage

1. Why do we exist?

2. How do we behave in our organization?

3. What do we do?

4. How will we succeed?

5. What is most important right now?

6. Who must do what?



More tools or ideas?

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