



Leading In Uncertainty

A 12-Point Checklist For Building And Maintaining Trust

1

Credibility (My Words): Am I being trustworthy in what I am saying?

Being credible right now means being current.

- Am I familiar with the most recent developments pertinent to the situation at hand?
- Do I know my organisation's point of view so that I am speaking in alignment with it?
- Am I being authentic, transparent and direct (e.g. when I don't know I say so)?

2

Reliability (My Actions): Am I walking my talk?

In the current environment a lack of reliability heightens anxiety.
Reliability creates an anchor of certainty.

- Am I doing the right thing rather than just focusing on a specific outcome?
- Am I setting and gaining buy-in on clear and realistic expectations and role modelling them?
- Am I consistently role modelling good time management?

3

Intimacy (My Emotions): Am I building psychological safety?

In the face of uncertainty there is a heightened sense of vulnerability.
Emotional connection builds trust.

- Am I listening with genuine empathy to each person I speak to?
- Am I behaving like a person, not a job title?
- Am I role-modelling being vulnerable at the appropriate times?

4

Selfless-orientation (My Motives): Am I acting selflessly?

Think people first. We are all facing into a existential threat.

- Am I truly seeing things from their point of view?
- Am I considering others at work as fellow humans facing into the same concerns?
- Am I being truly caring and compassionate?