**Quality of Promises**

Strong relationships are based on trust. Organizations can build a culture of trust by cultivating honesty and integrity in workers’ interactions.

**Here are five questions to ask that will help you measure the quality of a company’s promises:**

1. **How committed are team members to keeping their obligations?** When leaders and employees make and keep their promises, they see strong trust and respect across the organization. If they frequently make commitments but fail to keep them, they see frustration and self-serving behavior.
2. **Do employees hold peers accountable for their commitments?** In an environment of trust, people are free and have the confidence to be direct and assertive when promises are missed, and quick to thank others when they’re kept.
3. **What happens when circumstances cause people to fail to keep commitments?** Ideally, the promiser should update all stakeholders who are affected so that they know well in advance, and should do all that they can to move to an appropriate and acceptable “Plan B” or even enlist the stakeholders in helping them arrive at a mutually acceptable “Plan C.”
4. **Do team members consider promises to customers to be no more and no less important than their promises to peers?** If it is easy to forget a promise to a co-worker, it is just as easy to neglect a promise to a customer as well.
5. **Is everyone at your organization willing to forgive themselves and one another?**Sometimes it’s easier to forgive others than it is to extend that grace to yourself. We need to learn to smile at our shortcomings and forgive our own follies, day to day, as we work to continually grow and succeed.

The foundation of trust will permeate every aspect of your company: the people, the products they produce, and the corporate culture. This is why we consider trust to be a non-negotiable trait.

How does the level of trust currently stand at your company? What could you do to help it increase?

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