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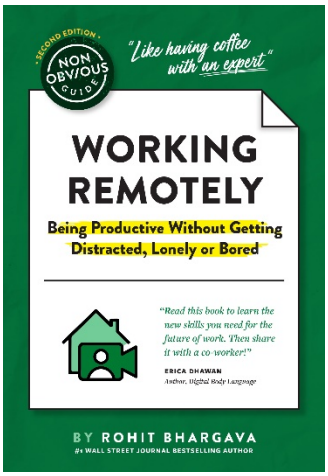
USE WITH SECTION **10.1**

10 Rules For Building Trust in a Virtual Team



To foster a culture of trust among a virtual team, follow these ten tips:

1. Start with empathy.

Instead of starting with the work, focus on the people you work with first and show that you care about them.

2. Share information before they need it.

Involve people early and give them a chance to have input so they are more invested in the direction you are headed.

3. Stand up for each other.

In an effective team, people stand up for each other. This is particularly true in a virtual team because it's too easy to assign blame or speak negatively about someone when you don't have to do it face to face.

4. Give trust to get trust.

People trust those whom they believe trust them. It is a reciprocal effect that is hard-wired in most people. If you want to foster trust within a team as their leader, you need to start by trusting them.

5. Set the tone.

How you interact with your team often sets the tone for everyone else. Use your video. Consider your language. When you lead by example, and others will follow.

6. Be consistent.

Trustworthy people don't change their beliefs from week to week. They are constant and predictable in a good way when it matters.

7. Do what you say you will do.

This is the definition of integrity, and it is indeed a sign of how trustworthy you are. Put simply, people who act in this way earn our trust because they deserve it through their actions..

8. Be available.

It is important to set boundaries, but we need to know that if things go really bad, or if we have an urgent problem, our teammates and leaders will be there for us.

9. Have a personality.

We trust people that we like, and we like people who are unafraid to be their authentic selves. The more you can find small ways to do it, the easier you make it for people to connect with you..

10. Share the inside joke.

Within any virtual team, it can be easy for divisions to arise. Encourage teams to make it inclusive by inviting everyone to participate.