



TRUST CAPITAL:

THE LEADERSHIP CURRENCY THAT NEVER DEPRECIATES

Trust is a leader's greatest intangible asset, often shaping outcomes more than strategy or reports. It builds influence faster than authority ever could, and when nurtured consistently, becomes the foundation for long-term success. Leaders trade daily in this currency – trust capital.

Trust grows through consistent actions, clear communication, and integrity in moments that matter. Here's how leaders can strengthen this essential asset.

THE DO'S: HOW TO GROW YOUR TRUST CAPITAL

- **Deliver on Commitments**

Every promise, big or small, is a deposit into your trust account. A sales leader committed to securing analysts for a high-value client pitch and followed through by reallocating talent, earning credibility with both team and client.

- **Be Transparent About Limitations**

Admitting what you don't know demonstrates confidence. A compliance head acknowledged being unprepared for sudden regulatory changes and laid out a clear roadmap. Leaders' candour rallied employees and reassured clients, turning uncertainty into renewed trust.

- **Admit Mistakes Quickly**

Leaders who own missteps create cultures where learning is valued. A project manager in a tech firm corrected a timeline error in a cross-functional call and shared a revised plan. Rather than losing confidence, the team appreciated the honesty and stayed aligned.

- **Protect Confidentiality**

Safeguarding sensitive information signals respect. In employee listening sessions, leaders who ensured private feedback stayed within the room saw higher participation and stronger trust over time.

THE DON'TS: BEHAVIOURS THAT DRAIN TRUST

- **Overpromise Under Pressure**

Short-term approval often leads to long-term damage. A tech leader promised aggressive bonuses without budget approval. When the truth surfaced, attrition spiked and influence waned.

- **Withhold Critical Information**

When leaders keep restructuring plans under wraps, employees inevitably hear through rumours, leading to disengagement and anxiety.

- **Shift Blame**

Passing responsibility to other departments in front of clients may protect face in the moment but erodes both credibility and teamwork.

- **Play Favourites**

A financial manager repeatedly assigned high-visibility projects to the same few, leaving others sidelined. The result: declining morale and reduced initiative.

Trust multiplies influence. It accelerates collaboration, strengthens client partnerships, and stabilizes organizations through crises. Once lost, no amount of authority can buy it back.

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