

**Build Trust** – The core of communication is developing trust.

- Clearly establishing acceptable standards of behavior eliminates confusion.
- Err on the side of employee fairness when there is no obvious right or wrong.
- Pass the trust test by living up to your commitments.

**Share Knowledge** – Knowledge is power. Equip your team with as much knowledge as you can.

- Show the team how all the pieces of the picture fit together.
- Demonstrate how the team makes a difference to the customer.
- Teach employees the vital signs and the business of the business.

**Provide Feedback** – People need to know where they stand.

- Let employees know what is required of them.
- Tell them how they're doing individually.
- Show them that you care.
- Tell them how they're doing as a team.

**Walk the Talk** – We have to walk our talk personally and professionally.

- People watch everything you do.
- You are always leading.
- Everything counts.