

Building Trust

“Linda loved being the leader of a \$50 million business. However, her one fear was having to tell family members that a loved one was killed on the job on her watch. One day, this very feared event happened. In a rush to keep production moving, one of the employees, Bob, took an unnecessary risk and was electrocuted. Linda was devastated, although her response to restore trust was exceptional.

“Linda met with Bob’s wife and the brother who worked at the plant. Her eyes filled with tears as she apologized for the accident

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that had cost the life of their loved one.

Linda struggled to acknowledge there was nothing she could do to bring Bob back or to take away the pain that the accident had caused the family. Now everyone was sobbing.

“Later, Linda met with the family to let them know about the safety steps that had been taken to ensure that the accident that took Bob’s life would never happen again. Bob had two children in high school. Linda started a fundraiser to pay for their college educations.”¹



¹ Rea, P., Stoller, J. and Kolp, A. (2018). *Exception to the Rule: The Surprising Science of Character-Based Culture, Engagement, and Performance*. New York: McGraw-Hill Education, pp. 39-40.