

# Stop Talking, Start Building – Trust, It's time!

2019 **BA-Con**ference

If you feel like tweeting

...

@agilebaconbe



# Matt Badgley

I'm a person that really enjoys helping others make great software, have fun, and discover new ways to innovate. By the way, I like to also hang with my BFFW, fish, anything with my dogs, enjoy beer, and smoke meat.

I work as a Lean-Agile Coach, Trainer, Leadership Coach, and constant learner and frequent screw-up.

[matt@bluhoundsolutions.com](mailto:matt@bluhoundsolutions.com)

[@bluhoundhowling](#) [@agilebaconbeer](#)

[www.bluhoundsolutions.com](http://www.bluhoundsolutions.com)

[www.linkedin.com/in/mattbadgley](http://www.linkedin.com/in/mattbadgley)



# The Fundraiser Challenge

Step 1 – Don't open the envelope.

Step 2 – Find someone and introduce yourself.

Step 3 – Share with the person you just met your cause and why you would be grateful if they gave you their envelope.

Step 4 – If you feel moved by your new friend's cause, give them your envelope. If not, meet someone else until you feel inclined to give.

Step 5 – As a group, go meet another group and learn about their cause. If you feel moved by that group's cause, give them your envelopes.

Step 6 – Repeat "Step 5".



Go to [www.menti.com](https://www.menti.com) and use the code 58 69 89

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**In your opinion, to what extent is it generally possible to trust people?**

People cannot  
generally be  
trusted

People can  
generally be  
trusted

**1**

**2**

**3**

**4**

**5**

**6**

**7**





# Oxytocin



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Dr. Paul Zak, TED Global 2011

# Trust, morality – and oxytocin?



# In your opinion, to what extent is it generally possible to trust people?

People cannot generally be trusted

**1**

**2**

**3**

**4**

**5**

**6**

**7**

People can generally be trusted

**In controlled situations, people answer this question 50:50.**

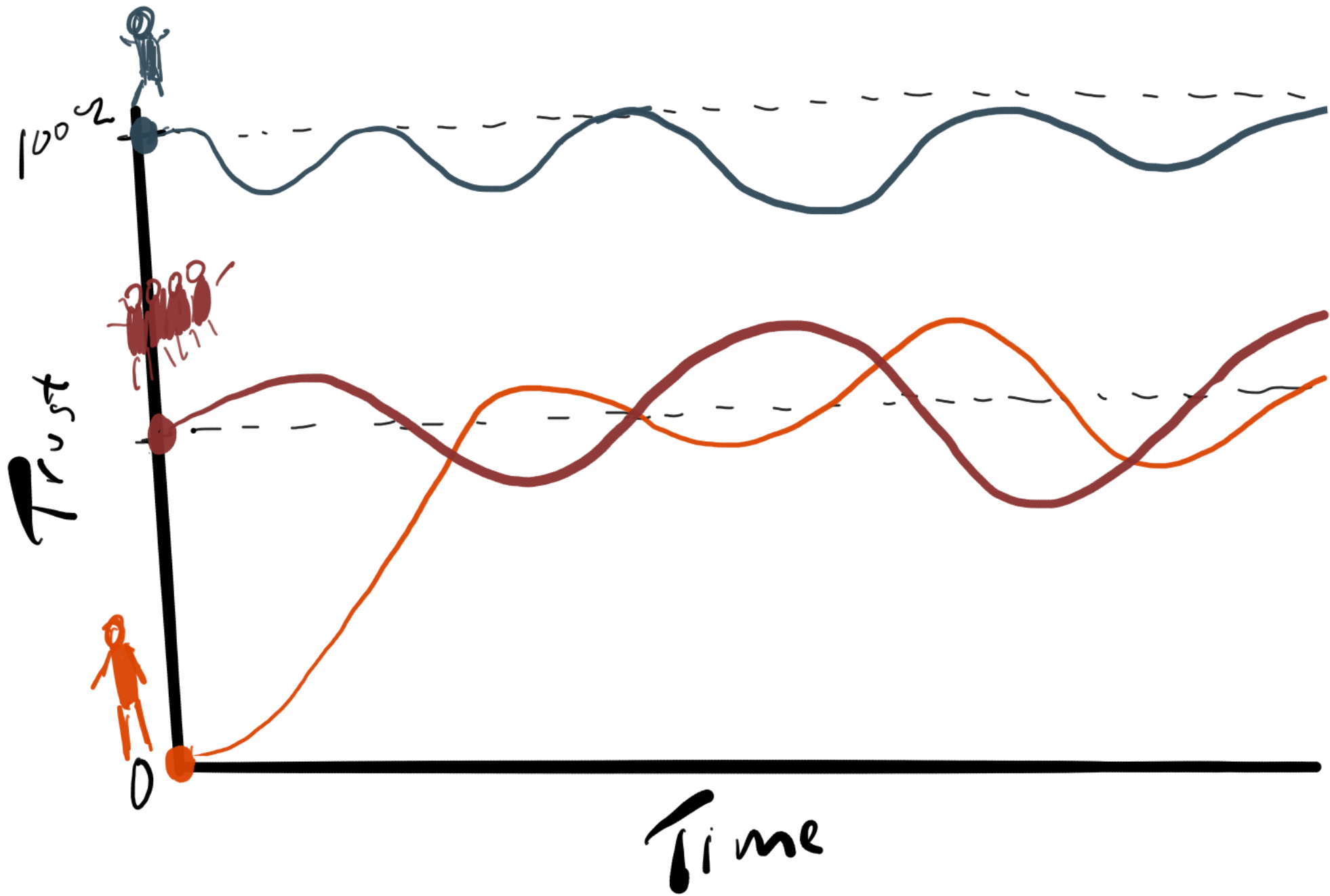


“ROI and progress are the only measures that leadership trusts.

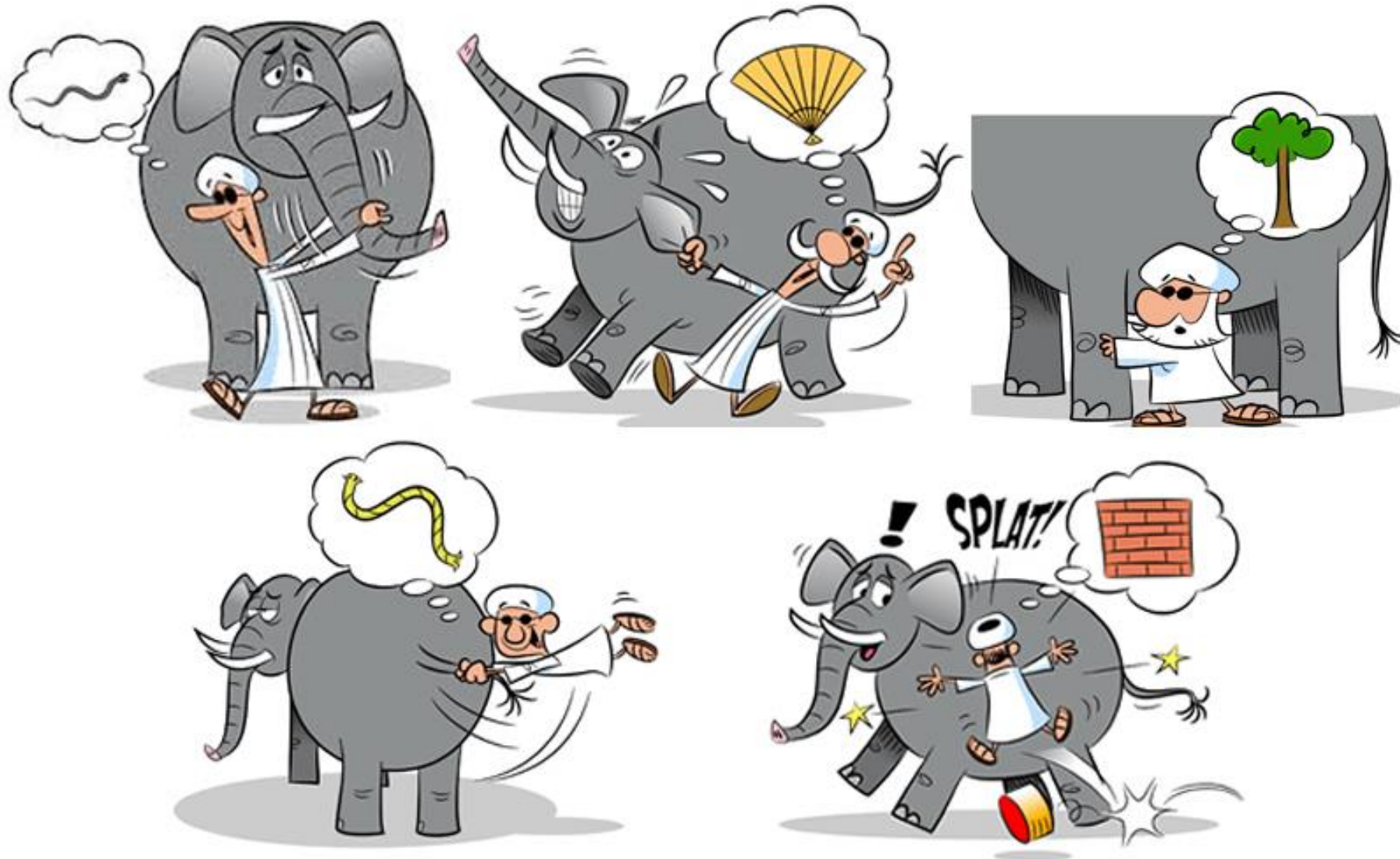
*-- Name Withheld*







# Trust is Perception Driven



# Does Agile, Lean, DevOps, etc. address Trust?

“Transparency builds trust.”

“Meeting commitments builds trust.”

“Build projects around motivated individuals.  
Give them the environment and support they need,  
and trust them to get the job done.”



# Impact of Low Trust



↘ Productivity



↘ Innovation



↘ Joy

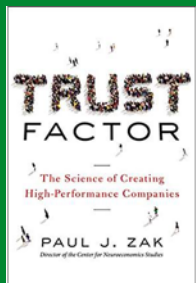


# Impact of High Trust

**Compared with people at low-trust companies, people at high-trust companies report:** 74% less stress, 106% more energy at work, 50% higher productivity, 13% fewer sick days, 76% more engagement, 29% more satisfaction with their lives, 40% less burnout.

Source: <https://hbr.org/2017/01/the-neuroscience-of-trust>

Recommended  
Reading:



**It's time!**



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## Able – Demonstrate Competence

- Skilled
- Knowledgeable
- Technically Competent



A

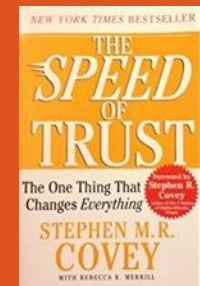
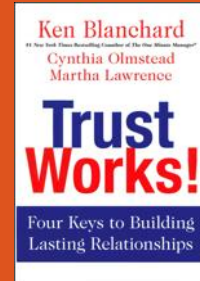
## Believable – Act with Integrity

- Credible
- Honest
- Ethical



B

Recommended Reading:



C

- Compassionate
- People and relationship focused
- Caring

## Connected – Care about Others

D



- Reliable
- Responsive
- Keeps Promises

## Dependable – Maintain Reliability



# Assess the ABCD's of Trust

<https://www.kenblanchard.com/Products-Services/Building-Trust/TrustWorks-Book-Quiz>

**HOW TRUSTWORTHY DO YOU THINK YOU ARE?**

Becoming a master of trust begins with examining your own behaviors in the four domains of trust: **Able, Believable, Connected, and Dependable**. Using the response legend to the right, complete the following self-assessment. Submit your responses to discover your strengths—as well as the areas where you can improve.

**A - Able**  
When you demonstrate competence and skills, you are **ABLE**, which builds trust.

Below are some statements about your **ability**. Think about your behaviors in a specific role—at home as a parent, spouse, sibling, roommate, or friend; at work as a manager or individual contributor; or in the community as a leader or volunteer. In this role, how often do you behave in each of the listed ways? Choose one response that best describes your behavior.

1. Get quality results:  H  S  O  V  A

2. Solve problems:  H  S  O  V  A

3. Am highly skilled:  H  S  O  V  A

4. Am good at what I do:  H  S  O  V  A

5. Have relevant experience:  H  S  O  V  A

6. Use my skills to assist others:  H  S  O  V  A

7. Strive to be the best at what I do:  H  S  O  V  A

**B - Believable**  
When you act with integrity, you are **BELIEVABLE**, which builds trust.

Below are some statements about your **believability**. Thinking about the same role you chose to analyze for the **ABLE** area of trust, how often do you behave in each of the listed ways? Choose one response that best describes your behavior.

8. Keep confidences:  H  S  O  V  A

9. Admit when I am wrong:  H  S  O  V  A

10. Am honest:  H  S  O  V  A

11. Avoid talking behind people's backs:  H  S  O  V  A

12. Am sincere:  H  S  O  V  A

13. Am nonjudgmental:  H  S  O  V  A

14. Show respect for others:  H  S  O  V  A

**Response Legend:**  
H - Hardly ever  
S - Sometimes  
O - Often  
V - Very often  
A - Always





# Able

Circle the letter corresponding to your answer. When finished tally up the total number and calculate total.

H = Hardly Ever    O = Often    V = Very Often

S = Sometimes    A = Always

Get quality results

H S O **V** A

Solve problems

H S **O** V A

Am highly skilled

H S O **V** A

Am good at what I do

H S **O** V A

Have relevant experience

H S **O** V A

Use my skills to assist others

H S O V **A**

Strive to do the best at what I do

H **S** O V A

$$\begin{array}{cccccc} & \text{H} & \text{S} & \text{O} & \text{V} & \text{A} \\ (\square \times 1) + (\color{red}{1} \times 2) + (\color{red}{3} \times 3) + (\color{red}{2} \times 4) + (\color{red}{1} \times 5) = \color{red}{\boxed{23}} \end{array}$$



# Able – Demonstrate Competence

## Buster

- Deliver poor or no results
- Failure to solve problems
- Failing to develop skills
- Being sloppy or inconsistent
- Lacking relevant experience
- Failing to assist others
- Not making effort to succeed

## Booster

- Work to continuously deliver with quality
- Work to resolve problems
- Build new skills
- Work to get good at what YOU do
- Be generous with sharing your knowledge



# Believable

Circle the letter corresponding to your answer. When finished tally up the total number and calculate total.

H = Hardly Ever    O = Often    V = Very Often  
S = Sometimes    A = Always

Keep confidences

H S **O** V A

Admit when I am wrong

H **S** O V A

Am honest

H S **O** V A

Avoid talking behind people's backs

H **S** O V A

Am sincere

H **S** O V A

Am non-judgemental

H S O **V** A

Show respect for others

**H** S O V A

$$\begin{matrix} & \text{H} & & \text{S} & & \text{O} & & \text{V} & & \text{A} \\ (\square \times 1) + & (1 \times 2) + & (3 \times 3) + & (2 \times 4) + & (1 \times 5) = & 23 \end{matrix}$$



# Believable – Act with Integrity

## Buster

- Violating Confidences
- Refusing to admit your mistakes
- Lying – even omission
- Gossip
- Being insincere
- Placing judgement
- Being dismissive or disrespectful to people's ideas

## Booster

- Keep the confidence, or ask not to know the secret
- Admit failures and challenges
- Tell the truth
- Just don't talk behind someone's back
- Sincerity comes from the heart – smile with eyes and mouth
- Embrace differentiation



# Connected

Circle the letter corresponding to your answer. When finished tally up the total number and calculate total.

H = Hardly Ever    O = Often    V = Very Often  
S = Sometimes    A = Always

Listen well	H	S	O	V	A
Praise others' efforts	H	S	O	V	A
Show interest in others	H	S	O	V	A
Share about myself	H	S	O	V	A
Work well with others	H	S	O	V	A
Show empathy for others	H	S	O	V	A
Ask for input	H	S	O	V	A

$$\begin{matrix} & \text{H} & & \text{S} & & \text{O} & & \text{V} & & \text{A} \\ (\square & \times 1) & + & (\text{1} & \times 2) & + & (\text{3} & \times 3) & + & (\text{2} & \times 4) & + & (\text{1} & \times 5) & = & \square \end{matrix} = 23$$



# Connected – Care About Others

## Buster

- Poor listening
- Ignoring the effort of others
- Showing no interest in others
- Failing to share about yourself
- Not working well with others
- Being a jerk
- Failing to ask for input – just because you're smart

## Booster

- Become an expert listener
- Ovation – celebrate something done right
- Sharing is caring – open up about your own learning
- Corroborate – include other people's ideas in your decisions
- Use empathy
- Ask for input – together we are better



# Dependable

Circle the letter corresponding to your answer. When finished tally up the total number and calculate total.

H = Hardly Ever    O = Often    V = Very Often

S = Sometimes    A = Always

Do what I say I will do

H S **O** V A

Am timely

H **S** O V A

Am responsive to requests

H S **O** V A

Am organized

H **S** O V A

Am accountable for my actions

H **S** O V A

Follow up

H S O **V** A

Am consistent

**H** S O V A

$$\begin{matrix} & \text{H} & \text{S} & \text{O} & \text{V} & \text{A} & & \\ & \square & \square & \square & \square & \square & = & \square \\ & (\square \times 1) & + & (1 \times 2) & + & (3 \times 3) & + & (2 \times 4) & + & (1 \times 5) & = & 23 \end{matrix}$$



# Dependable – Maintain Reliability

## Buster

- Failing to do what you said
- Being late
- Not responding when requested
- Being disorganized
- Failing to be self-accountable
- Failing to follow-up
- Not walking-the-talk

## Booster

- Your word is your commitment
- Be timely
- Always respond to requests
- Build your organization skills
- Be accountable
- Always follow-up – “80% of success is showing up,”  
Woody Allen
- Behave consistently





# Scoring ABCD's of Trust

**33–35** = Outstanding! You've mastered this area.

**30–32** = Good. You're on the right track.

**27–29** = Average. Keep working at it.

**below 27** = Pay attention! There's lots of room or improvement here.

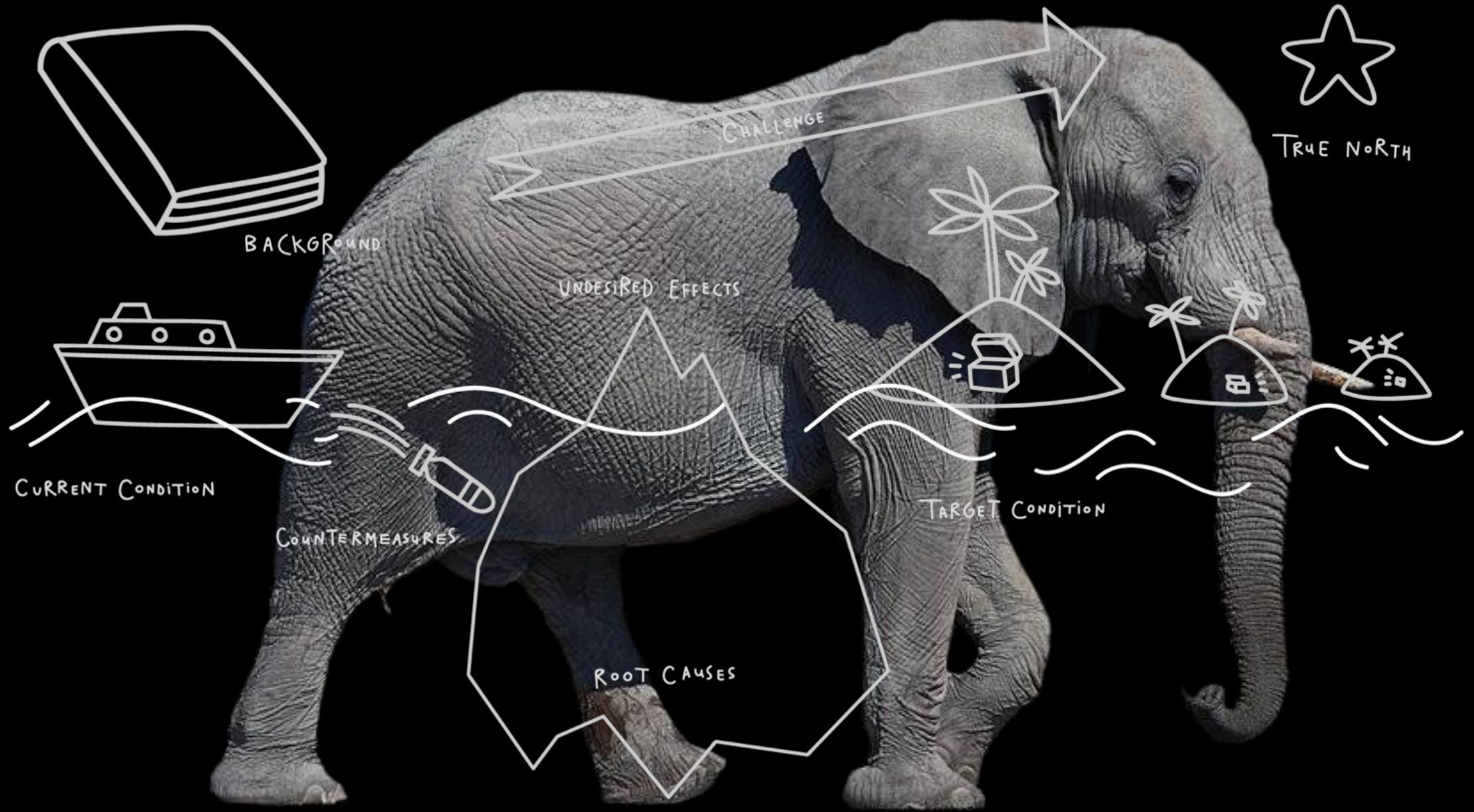


# How to use ABCD in your scenario?

- Show that you want to improve trust – be sincere
- Introduce the ABCD trust model as a sharable approach to improve trust and trustworthiness
- Clearly identify the areas that trust is busted (use assessment)
- Create an action plan, similar to a “trust building backlog”
- Follow-up and re-assess



# Our #suckless Journey

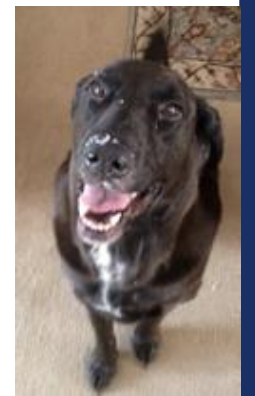


# Thank You!

I am always looking to get better, and I would love your feedback.  
Please email me at [matt@bluhoundsolutions.com](mailto:matt@bluhoundsolutions.com).



Blu says, "Please support your local humane society or favorite pet adoption group!"



# Research, References, & Attributions

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