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Newsletter Issue # 18

What is the new business imperative?



THE HUMAN FACTOR, Inc.

... helping companies, teams & individuals be better, faster, stronger

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In the News

Did you see Holly quoted in USA Today, hear her on the national NPR radio show,



 *The Story*, or see her in another publication?

Check out some of the recent press surrounding *More Than a Minute* and Holly G. Green at our [news archives](#).



Holly has been a guest on more than 40 radio shows, been quoted in numerous publications and had articles printed in more than 40 sources, both online and in print. Find out what all the buzz is about today!



Strategic planning time is here for companies on both a

September and December year end. Have you contacted Holly to discuss your strategic planning process and how she can help you be better, faster, and stronger? [Do it today](#) - defining winning and focusing on excellence is harder than ever in today's world of constant change and excessive

noise. The Human Factor has tools, templates and processes **to help you get clear, get focused and win!**

Keynote Presentations



Do you belong to a professional organization or industry group? Holly would love to speak to your group or conference.

You need real tools to thrive as a leader and manager in today's environment. Holly provides them in interactive keynotes and workshops. Contact [Holly](#) today to discuss how she can customize content to achieve the results you need.

Holly is on vacation for part of July. For all of you who have asked how she is doing following her heart attack in March, she is recovering well and has been released for exercise again so she is headed to Colorado to hike, raft, bike, shop and sneak in a little relaxation.



Are you twittering? ...have any friends on Facebook? ...Linked In yet? ...gotten on Plaxo? ...are you getting the More Than a Minute weekly blogs? Social media is powerful and a great opportunity to do more than ever before with fewer dollars.

Connect to Holly via social media and learn even more about being a great leader and manager today!

[Twitter](#)
[LinkedIn](#)
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Think about the news headlines over the past year. People like Madoff, Weiss and Schmidt swindling thousands of trusting people out of their life savings. Scandals coming to light at AIG and Stanford International. Companies such as GM, Chrysler and Ford facing bankruptcy. The tragic tales go on and on and are chilling to the average person. One has to ask him/herself - Who can I trust to do business with? Who can I trust as an employer? Who can I trust to hire into my business? How do I create an environment of trust in and for my company or my team?

In today's world, social media and trust are two concepts not often used in the same sentence. But in a "linked-in" world where applications and sites including YouTube, Facebook and Twitter are rapidly changing the way people communicate with each other, social media and trust will play increasingly important roles in determining how your company is perceived by employees, customers and other stakeholders. They may also have a real impact on your company's ability to achieve its strategic goals.

The explosion of social media and social networking tools has fostered two fundamental changes in the business world.

- One, consumers now have at their disposal a wealth of information about you, your company and its product or service. As anyone who has spent some time on the Internet knows, some of these details are more accurate and reliable than others.
- Two, and more important, you can no longer control the communications the public receives about your business. You still have to put your message out there. But now, it is just one more message amidst all the social media 'chatter' about your company. In order for your messages to have credibility, people must trust you, which is why **Trust has become one of the new business imperatives.**

Low trust can inflict organizational damage on many levels. Low trust makes it harder to:

- Retain customers or clients
- Recruit, hire and retain good employees
- Attract needed investment
- Build customer loyalty
- Secure strong vendor relationships
- Develop efficient internal processes and systems
- Motivate high performance
- Resolve interpersonal conflicts
- Develop effective relationships with government and regulatory agencies

Conversely, several studies have shown a direct link

[Plaxo
MTAM Blog](#)

between high trust and financial performance. Companies with high levels of trust tend to have stronger brands. They enjoy more positive word of mouth advertising. And when they make mistakes, stakeholders are quicker to forgive, as long as the company acts quickly to rectify the mistake.

A few months ago, I read an article by Peter Bregman "[Why Small Companies Will Win in This Economy](#)", March 23, 2009. The article talks about a small privately held company (Passlogix) who has received more than \$1 million in prepaid commitments from clients. It's an interesting article you may want to read. One of the phrases in this article that really caught my eye,

"Small is the new big. Sustainable is the new growth. "Trust" is the new competitive advantage"

Now that I have piqued your interest, my next newsletter will expand a little more on this topic and provide strategies and key leadership and management behaviors for building trust. Then we will explore the other imperatives...

Answer to last edition's *Who said this?* "When any real progress is made, we unlearn and learn anew what we thought we knew before." Henry David Thoreau

This week's *Who said this?* "When a man assumes a public trust, he should consider himself as public property." Find out who in the next newsletter.

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