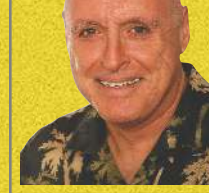


THE EXTRA POINT

BY JERRY ROBERTS



743 Business is Winning the Trust Game

The unfortunate truth about trust, and the beauty of the opportunity it has created for those who will take advantage. I'm Jerry Roberts and that's next, on The Extra Point.

The day before Joe Biden took the oath as president of our country, begging for unity, communications firm Edelman released a survey that should shake every politician. Quoting, "Business is the only institution deemed ethical and competent." Totally disillusioned by political leaders, people are increasingly turning to business leaders to guide them.

And not just in the U.S. This survey is the 2021 Edelman Trust Barometer, with more than 33,000 people interviewed in 28 countries in October and November of last year. This is global. Government leaders are no longer trusted, period.

Two-thirds of people in the survey believe that when government leaders do not address societal problems, or are busy with their own self-interests, business leaders should step up and fill the gap.

Slightly over half believe that when the major news media clings to an agenda and ignores facts and truth, proving it can't be trusted, employers have a responsibility to fill the information void. Imagine that. Workers are saying business needs to step up.

Maurice Schweitzer, a professor at the Wharton School, one of the leading business schools in America, agreed, and he said: "We've been lied to by those in charge, and media sources are seen as politicized and biased. The result is a lack of quality information and increased divisiveness."

Today, conservatives and liberals seem unable to find some common ground on anything, but amazingly, they do when it comes to their

employers. Get this: While politicians are universally dismissed as untrustworthy, the Edelman survey shows that 61% of Trump voters and 68% of Biden voters say they trust their CEOs.

That unfortunate truth I referred to is that politicians and media have squandered the trust of the people, and that beautiful opportunity is that business leaders are positioned to capture it in a big way.

If you're a CEO, senior executive, manager, or business owner, understand the need and the desires of your workers. People are looking for leaders who can help them make sense of the craziness and the disappointment they deal with. You're already in a position of authority, and they'll listen. If you help them interpret better and cope better, they'll want to hear more of what you have to say. What's the benefit?

It draws them closer to the manager, the leader, and the organization.

Caution. This is not about politics and pushing a candidate or agenda. This is about engaging people in conversations about things they care about it, and providing them with a means of expression.

Consider that a full-time worker spends about 25% of their hours each week at a job they need, in an environment they consider to be safe, and with a leader or leaders they already have some degree of trust in.

There's nothing like the union of a worker and a business. It's special. Both have entered into an agreement to perform, willingly, for the benefit of both.

There's no mandate, no force keeping them together — except for trust that each party will hold up its part of the bargain. (Con't.)

THE POINT
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It's a separate unit all unto itself, exclusive in the marketplace, all for one and one for all.

Your business now can become more meaningful than just being a place where employees swap hours for a paycheck. And I know some of you are already doing this, but more need to. People are hungrier than ever for leadership.

Does it take discussion to figure out how much of this you want to take on, and how fast? Absolutely. Will it take working with your team members on how to do it? Sure. Don't let that get in your way.

Take advantage. Be to your team, what politicians never can be, and never will be. Now's your time. Talk it over, and make this a part of your DNA. You and your workers will always be glad you did.

That's The Extra Point. Be responsible and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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