

Counterfeiting Your Culture

TAKEAWAYS

Use this when you need to understand the importance of trust within a team.

Apply

Take time to do the following:

- How does your behavior impact your team or organization's culture? Is it good or bad?
- Do your team members trust you?
- What high-trust behaviors do you need to focus on to increase trust?

Discuss

Discuss the following questions with colleagues or with your team:

- What are the “counterfeit” behaviors that are affecting trust in our culture?
- What behaviors do we need to focus on to increase trust?

Note: This is part of FranklinCovey's *The 4 Essential Roles of Leadership*™ solution.