

Assessment

Building Trust ***First Edition***

The objectives of this book are:

- To explain the concepts of trust, credibility and mutual understanding
- To show the benefits of trust to an organization
- To provide strategies for encouraging trust and understanding



Assessment Questions for *Building Trust, First Edition*

Select the best response.

1. If you really want to make the “People are our most important asset” slogan come alive:
 - A. Tell your employees that their paycheck is your way of giving them positive feedback
 - B. Treat your employees fairly, offer training and coaching, and foster a culture that doesn’t tolerate verbal abuse
 - C. Give your employees buttons that say, “People are our most important asset”
 - D. Institute an Employee of the Year program
2. Delegation means totally giving up responsibility for a project which you assign to someone else.
 - A. True
 - B. False
3. Service recovery is:
 - A. Your organization’s ability to recover stolen money or merchandise
 - B. Remodeling your business after a natural disaster
 - C. An employee returning to work after surgery
 - D. Turning customers problems into opportunities
4. Giving employees “latitude” to occasionally fail will break down trust.
 - A. True
 - B. False

5. Messages and impressions must match internally and externally because:
 - A. Otherwise your advertising campaign won't look professional
 - B. You want to make sure that customers are happy even if employees are not
 - C. All the advertising in the world can't make up for poor service or products
 - D. It's important to use the same logo on all internal and external communication
6. When asked, "Why do you trust that person/organization," many people respond with comments like, "My boss told me to" or "I always trust everyone."
 - A. True
 - B. False
7. A good way to respond to a customer's letter of complaint is to:
 - A. Explain why the situation had to be that way for the good of the company
 - B. Apologize and offer some sort of solution, discount, or consolation
 - C. Apologize and invite them to go elsewhere
 - D. Agree with the customer that the policy makes no sense
8. In American culture, behaviors like direct eye contact, an open facial expression, posture indicating interest and a pleasant, confident tone of voice encourage trust.
 - A. True
 - B. False
9. To be an effective coach, you should:
 - A. Take advantage of opportunities to give and receive feedback
 - B. Be in the "field" every day and do your employees' jobs along side them
 - C. Stay detached from what your employees do
 - D. Check with employees on their progress only right before their project is due
10. Keep your "service radar" turned on at all times so you can tell the customers what they need.
 - A. True
 - B. False

11. Withholding information, giving only bits and pieces of the big picture, or misleading others:
- A. Is necessary in a competitive business climate
 - B. Kills any opportunity for open communication
 - C. Keeps employees from achieving peak results
 - D. B and C
12. Your own personal definition of trust comes from your experiences, values, and beliefs.
- A. True
 - B. False
13. Trusting your team members enough to delegate to them is:
- A. Always hard to do
 - B. A vital business strategy
 - C. Often not necessary
 - D. A and C
14. Asking for input is a major step toward building trust.
- A. True
 - B. False
15. Our “trust filters” center on two concepts:
- A. Credibility of actions and mutual understanding
 - B. Mutual understanding and reinforcement
 - C. Communication and courtesy
 - D. None of the above
16. Commitment and trust are:
- A. Inseparable
 - B. Two words managers use a lot
 - C. Mutually exclusive
 - D. From the same Latin word that means “to join”

17. Step II of your Action Plan for Encouraging Trust, “Do what you say you’ll do,” is:
- A. An example of your “credibility of actions”
 - B. A good slogan to use with employees
 - C. A sentence to use with your boss when you don’t get what you were promised
 - D. All of the above
18. Listening to our instincts about a person or an organization:
- A. Is important even if we don’t know why we feel as we do
 - B. Flies in the face of logic and isn’t a good idea
 - C. Is something we should do in our personal life but not at work
19. Trusting becomes a tricky situation when you:
- A. Are thinking about something else
 - B. Don’t agree with an employee’s “judgment call” even though the person went “by the book”
 - C. Get a new employee
 - D. A and C
20. Three characteristics often associated with the definition of trust are:
- A. Faith, hope and charity
 - B. Faith, kindness and tenacity
 - C. Faith, belief and integrity
 - D. Faith, courtesy and communication
21. How managers interact with employees is entirely separate from how employees interact with customers.
- A. True
 - B. False

22. A good way to solicit ideas from customers is through:
- A. Focus groups
 - B. Short phone surveys
 - C. Encouraging staff members to ask customers open-ended questions
 - D. Offering simple comment cards or computer screens in your public areas
 - E. All of the above
23. Job satisfaction is not a major factor in many employees' decisions to stay with or to leave a boss or a company.
- A. True
 - B. False
24. When you ask employees for suggestions:
- A. They will always respond positively.
 - B. Be sure to get the ideas in writing.
 - C. Be sure to tell them whether or not you'll use their ideas.
 - D. Implement a suggestion-box program.
25. To succeed, coworkers must understand and trust each other enough to work together to achieve their common goal.
- A. True
 - B. False

Answer Key for *Building Trust, First Edition*

Recommended response (Corresponding workbook page)

1. B (56)	6. B (9)	11. B (46)	16. A (4)	21. B (48)
2. B (71)	7. B (21)	12. A (4)	17. A (67)	22. E (65)
3. D (19)	8. A (16)	13. B (74)	18. A (16)	23. B (43)
4. B (56)	9. A (17)	14. A (66)	19. B (58)	24. C (66)
5. C (23)	10. B (65)	15. A (28)	20. C (6)	25. A (10)