## Creating a Culture of Trust

#### Dana Lawson - SVP Engineering Netlify

"We used to go to work to make a living, now we go to work to make meaning" - Esther Perel

# How do you build Trust when the stakes have changed and people NEED more?



https://hbr.org/2020/07/parents-bring-your-whole-self-to-work

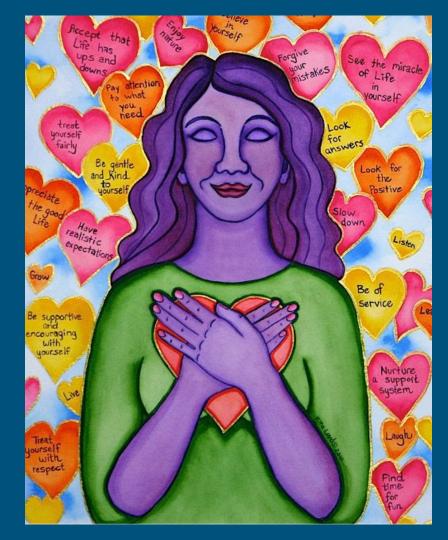




https://www.rukispot.com/how-to-anonymize-your-online-identity/

#### Be Seen

https://bestselfmedia.com/true-self-love/



#### Be Heard

https://i.pinimg.com/originals/b0/e2/7f/b 0e27fd872cdabc0ec0af9eed581e1e3.png Everybody just wants to be heard. Validate them. 'I see you. I hear you. And what you say matters to me.'



### Celebrate

## I FEEL LIKE THAT NEEDS TO BE CELEBRATED

https://tenor.com/view/schitts-creek-david-i-feel-l 100

### Keep Learning

#### GROWTH MINDSET

Is Freedom

Persevere in the face of failures Effort is required to build new skills Find inspiration in others success

> Embrace challenges Accept criticism Desire to learn Build abilities

#### FIXED MINDSET

#### ls Limiting

Avoid challenges Give up easily Threatened by others success Desire to look smart Effort is fruitless Ignore feedback Fixed abilities

## Human-Centric Culture anchored by kindness



Source: Gallup's 2012 Q12 Meta-Analysis

### Take Action Now!



Illustration by Ed Abbott