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

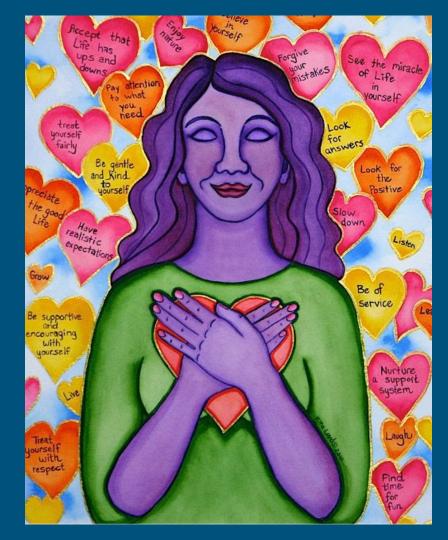




https://www.rukispot.com/how-to-anonymize-your-online-identity/

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