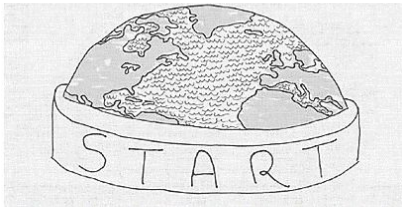


NAME: _____ PERIOD: _____ DATE: _____



Start Something That Matters

Ch. 6: Build Trust

Answer the following questions in complete sentences. (due Wed., 5/22/2019) [10 points]

<p>1. Explain 2 of the 6 tips that Blake gives for trust along with a brief description.</p>	
<p>2. What is servant leadership?</p>	
<p>3. Plenty of companies have broken the bond of trust with customers and, as a result, suffered losses in revenue or have even gone out of business. What are some examples from the past few years? In each case, what assumption about the bond between company and customer was undermined?</p>	
<p>4. On the other hand, many companies have made serious mistakes and hardly suffered at all. How did the responses made by these companies differ from those made by the companies in Question #3?</p>	
<p>5. Trust in the servant-leader model goes both ways – the employer needs to trust the employee, and visa versa. How are the expectations of each group similar? Different?</p>	

<p>6. What is Zappos, and how do they build trust within their organization?</p>	
<p>7. How does TOMS exemplify servant leadership in their organization?</p>	
<p>8. Building trust takes time and dedication; it's not something that you can create by following an exact formula. Think of some of the high-trust relationships that you've experienced – whether at school or in your personal life. What has made these relationships so positive? How are these relationships different than the low-trust environments that you've been in?</p>	
<p>9. Think of a nonprofit organization that you've given time or money to in the past, or feel a strong connection to. Using charity: water as an example, how could your selected nonprofit build more trust with you? What would motivate you to give more of your time or money?</p>	
<p>10. Can servant leadership be applied to every type of organization, or do you think that some organizations require a more hierarchical top-down leadership style? Could servant leadership be utilized by governments? Professional sports teams? In a hospital emergency room?</p>	