

NORDIC BUSINESS FORUM LEADER'S DIGEST



"When you take a leadership seat, you should be disproportionately occupied with creating other leaders."

Carla Harris

3 TIPS TO ENHANCE TRUST IN TIMES OF UNCERTAINTY

The businesses that thrive during uncertain times are typically the ones that operate with high trust levels with their stakeholders. But, from a practical perspective, how can you earn and build trust, especially in times of uncertainty?

Here, **Rachel Botsman**, author and Trust Fellow at Oxford University, shares her tips to tackle the topic:

- **Tip #1: Set clear expectations.** It's vital to be clear about what you expect from others and then have them replay that to you through a feedback loop. Then you can be confident they have received and understood your message.

- **Tip #2: Focus on integrity, not transparency.** Many organizations are trying to fix trust issues through transparency. It's what we've all been told – transparency increases trust. But Rachel recommends that organizations and individuals focus on integrity as a means of earning trust from their stakeholders.

- **Tip #3: Turn empathy into acts of caring.** Rachel explains that there is a difference between asking someone how they are and asking how you can help them. Acts of caring enable you to turn empathy into action that helps them; and it's these acts that allow you to earn their trust over time.

[Read more about Rachel's insights on enhancing trust on our blog.](#)

READ THE ARTICLE

THE DIFFERENCE BETWEEN LEADERSHIP AND MANAGEMENT

Is there a difference between leadership and management? According to **Seth Godin**, there sure is. And, in a rapidly changing world, leaders – not managers – are the people we need to take us into the future.

So what's the difference? Seth argues it comes down to striving for excellence (instead of quality), taking responsibility, and searching for enrollment, among a few other things.



Our recent podcast features a full keynote by Seth on the topic. [Listen and enjoy!](#)

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Last Month Today: July in Review

What happened in the world of business last month? Nordic Business Report lists a couple of interesting happenings on their latest review.

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ONE SIZE SELDOM FITS ALL

2021 Fjord Trend: Empathy challenge

"Pandemics tend to reinforce inequalities and companies should be a part of fixing it", advises Margareth Knutsen, Group Leader, Fjord Oslo.

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WHAT INSPIRES US



"Focused questions stimulate creative thinking."

In a recent two-part episode of the **John Maxwell Leadership Podcast**, John reveals the questions he asks himself in order to become a better leader. He argues that it is in fact focused and well-thought questions that enable us to find great answers and get new ideas. [Listen to the episodes](#) to get this insightful list of John's questions!

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