



# **Building the High-Trust Organization: Strategies for Supporting Five Key Dimensions of Trust (J-B International Association of Business Communicators)**

*Pamela S Shockley-Zalabak, Sherwyn Morreale, Michael Hackman*

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Based on IABC sponsored research in over 60 organizations, this guide provides an easy-to-administer model and instrument for measuring and managing trust in organizations. An explanation and practical applications accompany each of the model's five critical dimensions of trust: Competence, Openness and Honesty, Concern for Others, Reliability, and Identification. Using rich case examples and interviews, the book examines diverse approaches and opportunities for building trust--in peer groups, virtual environments, and with managers/supervisors, and top management. Individual interviews represent diverse organizational positions, responsibilities, perspectives, and geographic locations.

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