



Who Can Trust *You*?

Society teaches us to ask, Can I trust? Can I trust a person, relationship, business, or a process? But who or what challenges us to ask, “Who Can Trust me or my business?”

According to Adam Waytz, Associate Professor of Management and Organizations, Kellogg School of Management/Psychology (Waytz, 2018), there are four key components of trust. The four components are benevolence, integrity, competence, and predictability. For the business purposes I would like to focus on two of the four components. If these are administered in business the others will be incorporated.

1. Integrity
2. Competence

When thinking about trust and how it is displayed in your individual life, business, or organization, can your clients, customers, or employees trust you? Does your business or organization represent *confidence*, *competence*, and *integrity* to encourage trust? Have you outlined your business or organization’s mission or vision, identifying your goals, products, or services? Is your business or organization fulfilling the need it *promised*? These are important components to building trust in your business or organization. Not only for your clients or customers but also your employees.



The Small Business Administration states that trust is a business or organization’s most valuable commodity (Carbajo, 2018). To inspire trust in your business you must effectively communicate your business or organization’s goals, fulfill your promises, ensure your business or organization follows federal, state, and local requirements, and maintain creditworthiness.

Maintaining business and organizational finances as well as following federal, state, and local financial policies contributes to ensuring your business or organization’s creditworthiness.

Are you, or your business, organization, or non-profit in need of financial guidance? Flourishing Financial can help in identifying your needs and creating a customized plan to grow & prosper your business!

References

- Carbajo, M. (2018, September 9). 5 Ways to Build Trust in Business. Retrieved from Small Business Association >Blogs >Industry Word: <https://www.sba.gov/blogs/5-ways-build-trust-business>
- Waytz, A. (2018, September 9). The Trust Project at Northwestern University. Retrieved from Friend or Foe? A Psychological Perspective on Trust: <https://www.kellogg.northwestern.edu/trust-project/videos/waytz-ep-1.aspx>

Financial Self-Help!



What resources do I have in my business or organization to encourage constant growth while helping with financial growth & prosperity?

Resources for constant growth are needed to not simply run a business or organization but also grow it! To support constant growth focus must be on strategic approaches to setting goals, managing accurate accounting & reporting, improving workforce, and marketing with the future in focus. With the future in focus, the business or organization is constantly making improvements to capture new clients or customers, improve goods and services, and inspire employees.

- ❖ **Setting Goals** – With the future in focus, revise establish goals to align with client and customer outreach, improved products and services, and growth projections. Ensure goals are defined, measurable, and realistically achievable.
- ❖ **Managing Accurate Accounting & Reporting** – Hire or outsource a competent, trustworthy individual or company to manage financial accounting and reporting. Remain proactive in understanding the reports.
- ❖ **Improving Workforce** – Workforce improvements will help your business or organization sustain momentum by providing a clear organizational view of the business or organization's qualified employees to assist in accomplishing the mission/vision and achieving the goals.
- ❖ **Marketing** – Know and understand your ever-changing market. Research converting leads to sales, test strategies by means of actual data, and make client or customer relationship management priority #1.

Researching and implementing these useful resources as needed will optimize growth and prosperity in your business or organization. Try them! *Flourishing Financial* can help with your business or organization financial management needs. *Check us out! Free consultations & promotional discounts!*

Helpful Websites:

Small Business Association - www.sba.gov

The Small Business Association (SBA) has information to help you start and grow your business. It provides guides, online courses, and videos.

National Council of Non-Profits - www.councilfornonprofits.org

The National Council of Nonprofits is a trusted source and advocate for charitable nonprofits. This organization keeps nonprofits informed and empowered to create a positive public policy environment that best supports nonprofits in advancing their missions.

StartCHURCH - www.startchurch.com

StartCHURCH is a website that provides valuable information and tools for establishing and growing ministries.

Thank you for Visiting the Flourishing Financial website!

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