



# Transparent Communication

CREATED AND PRESENTED BY NANCY BOYLE,  
EMPLOYEE ASSISTANCE PROGRAM TRAINER  
WITH THE VILLAGE BUSINESS INSTITUTE

# Objectives

- Learn the importance of transparent communication in the workplace
- Discuss how to create a transparent working environment



# Transparent Communication

- Transparent communication is a skill, a mindset, a point of view.
- Communicating transparently is intentional.
- People who communicate honestly, openly, and authentically are more credible, more often heard, and considered more trustworthy



# Benefits of Transparent Communication

- Strong workplace culture
- Increased employee engagement
- Improved communication
- Better information flow
- Better workplace relations
- Increased operational efficiency
- No surprises



# Transparent Communication

**Change:** Open communication regarding possible changes on the horizon is vital to building trust

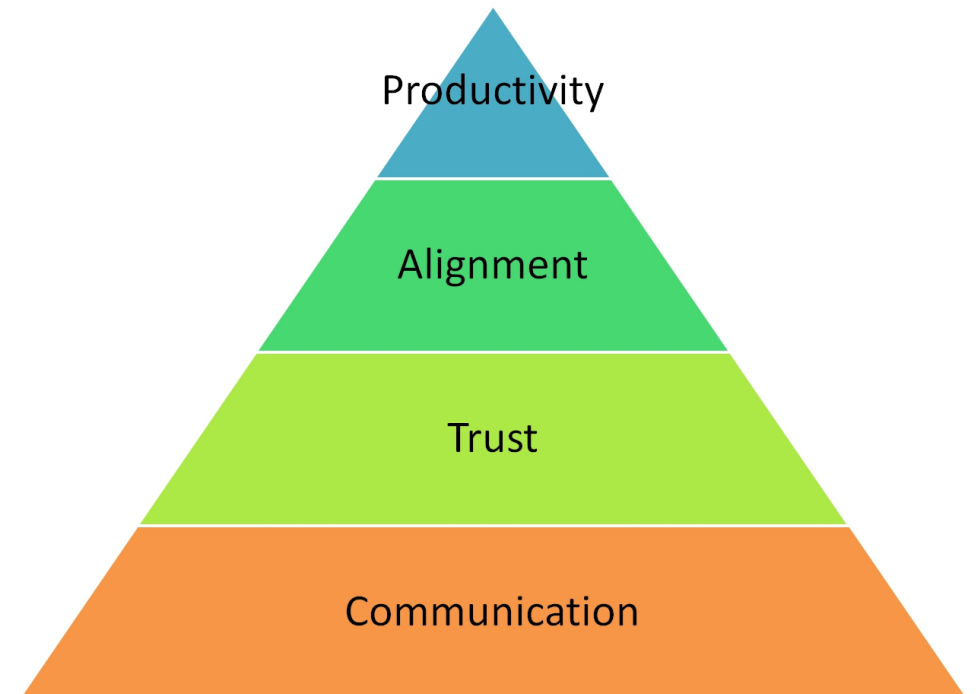
**Feedback:** People would rather have the truth than a made-up answer that doesn't tell them what they really want to know.

**Conflict:** Authentically listening and allowing for mutually agreed upon resolve

# Transparent Communication

Transparent communication, while it may seem like an easy thing to do, can be difficult.

- The fact is, we tend to shy away from the truth when it is not favorable or makes us look bad. If trust has not been established (it takes time), being transparent is even more difficult.



# Transparent Communication and Trust

According to Merriam Webster **Trust** is defined as:

- assured reliance on the character, ability, strength, or truth of someone or something
- dependence on something future or contingent



# Trust Can Also Be...

...a confident belief in someone or something.

It is the confident belief in an entity:

- to do what is right
- to deliver what is promised
- to be the same every time, whatever the circumstances





# Trust provides...

- Trust provides a safe place for people to share their struggles, dreams, and reach their potential individually and as a team.

- **When trust exists individuals**

- Feel safe with each other
- Feel comfortable opening up
- Take appropriate action
- Expose vulnerabilities

- **When trust does not exist**

- Less innovation
- Less collaboration
- Less creative thinking
- Less productively

People spend their time trying to protect themselves and interest rather than helping the group attain their goals

# Building Trust

Transparent communication builds trust.

And trust nurtures a workplace environment full of  
inspiration, camaraderie, respect, and success.





WHEN WE INITIATE VULNERABLE AND  
TRANSPARENT COMMUNICATION  
WITH EMPLOYEES WE CAN CREATE  
CONNECTIONS, BOOST TRUST, AND  
INCREASE EMPLOYEE ENGAGEMENT  
BOTH ON OUR TEAMS AND  
THROUGHOUT THE COMPANY.

TRACY LAWRENCE, FOUNDER, AND CEO OF CHEWSE





# How to Build a Transparent Culture

# Transparency in Hiring Process

- Hiring process
  - Thorough and honest job description
  - Establishes integrity
  - Establishes trust
  - Vital in establishing employee engagement with new hire



# Job Descriptions

## Clear, simple, and straightforward

- List the minimum qualifications needed to perform the job
- Include job requirements in all relevant areas
- Jobs should have realistic and descriptive titles
- Ensure the KSAs (knowledge, skills and abilities) are job-related
- Include any appropriate disclaimers



# Establish Core Values

- Establishing core values for your company (then making sure to live them out) will help you become more transparent.





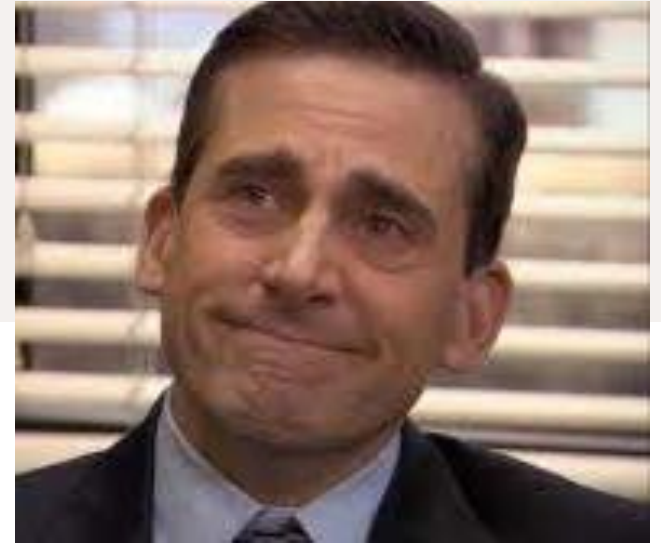
# Allow for Vulnerability

*Ability to express and expose, in words and behaviors, who we really are and what we genuinely think and feel.*

- Model vulnerability

Creating a psychologically safe workplace where people feel comfortable sharing vulnerability, leaders must first express that vulnerability themselves

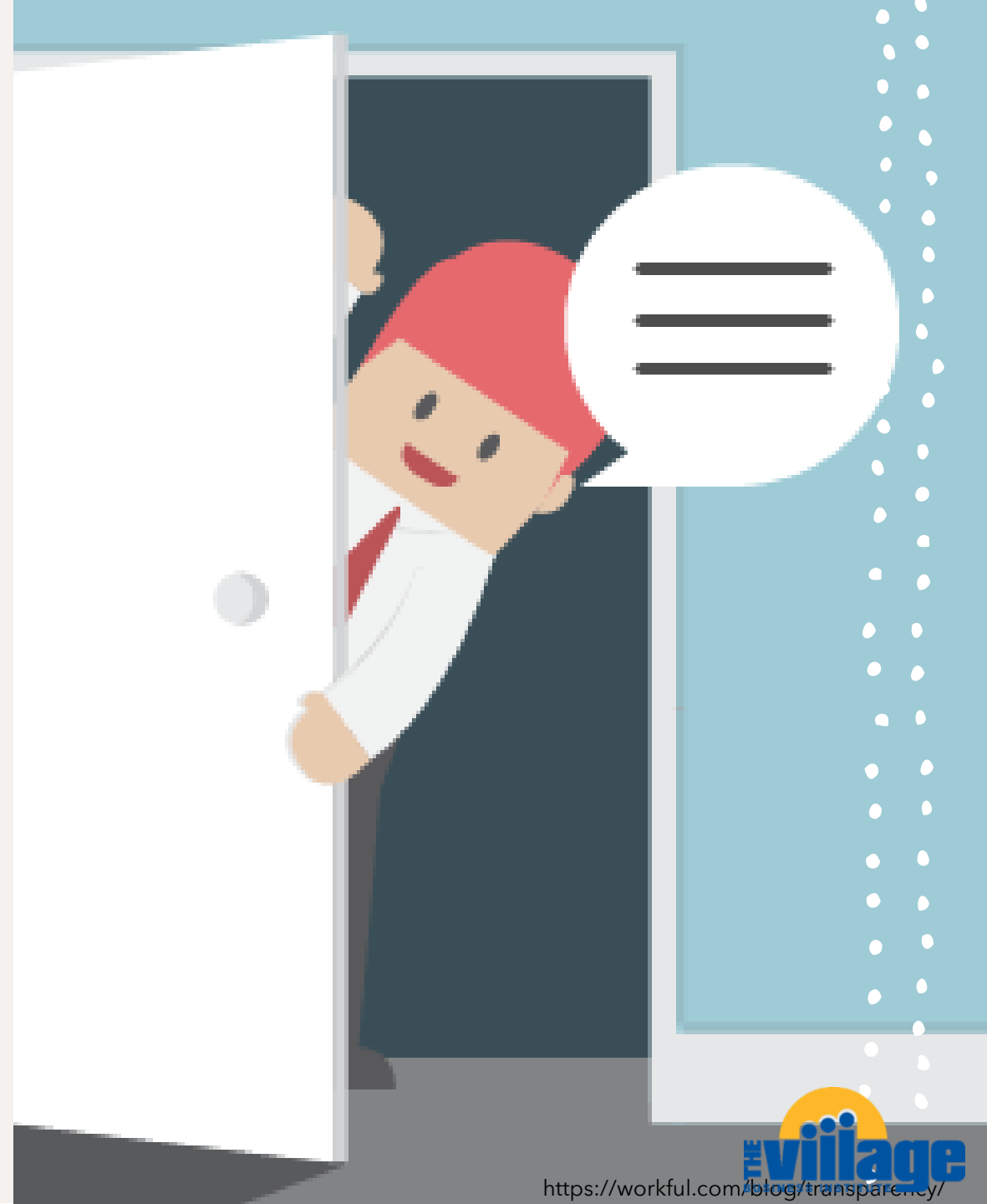
- Start small and learn to read the room
- Get comfortable with being uncomfortable
- Focus on building relationships more than building the business





# Have an Open-Door Policy

- Make sure your employees know that your door is always open.
- Your employees should feel comfortable talking to you or their boss about ideas or any issues they have in the office.



# Share Your Calendar

- Share your calendar with your employees so they know when you're available, when you're in a meeting, or when you're out of the office. They'll know when it's an appropriate time to talk to you, which can make them more comfortable.



# Honesty and Accountability

- Do what you say you will do.
- Don't make promises you can't keep, and keep your employees informed as you make progress on commitments.
- Be honest when you make a mistake





# How to Develop Personal Accountability



# Accountability- Practice what you preach

- Your employees are watching what you do, and they are imitating it. Practice what you preach so that your employees feel comfortable doing the same.
  - Self aware
  - Humble



[ self-awareness ]

*"The ability to take an honest look at your life without attachment to it being right or wrong."*

*- Debbie Ford*

# Communicate With Employees Often

- Open communication builds transparency in organizations.
- Communicate, get feedback, ask questions, and create the transparency your team needs to thrive.





# Survey Your Employees And Act On The Results

- Survey
- Ask for feedback
- Act of results
- Communicating plan



# Showing Gratitude

Gratitude increases performance by 37%

Gratitude increases job satisfaction

Gratitude is contagious

1. Write A Note
2. Give Credit
3. Give Positive Feedback
4. Offer To Help
5. Accept Constructive Criticism
6. Say Thank You





*What are you  
Grateful today?*

# Questions and Feedback



<https://www.surveymonkey.com/r/DCJN9LD>



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