

Trust matters

In every project, trust emerged as important element. Sometimes initial trust needed to be established. In other cases, unexamined initial trust was tested and needed to be rebuilt, often in the context of joint problem solving. Once earned, trust is still fragile. It needs to be nurtured through continuous attention and demonstrated in ongoing interactions. Two aspects of trust – public trust and professional trust – are likely to be present in all innovative projects. Project sponsors, leaders, and staff need to develop sensitivity and responses that build both.