

PRESIDENT'S MESSAGE

THE IMPORTANCE OF TRUST



CHUCK KNIGHT

For whatever reasons—and there are many—it appears that the American society is undergoing a trust crisis. I mention that in my opening comments to you this month because ICRI and Creative Association Management (CAM) were able to agree on a new 3-year Management Agreement on June 14, 2010. For that milestone, I have to express my deep gratitude to the members of the ICRI Executive Committee and to CAM personnel. CAM will be providing services with the direction and guidance of our ICRI Board of Directors, pursuant to the terms of this Management Agreement.

Upon the negotiation of this agreement, it became readily apparent to me that the single most important requirement for the creation of higher levels of trust for any organization is to discover or rediscover their higher purpose. Why does ICRI exist? What are we trying to accomplish? What core values will inspire and create greater trust from all of our members? I believe that ICRI is one of those great organizations that has great purpose. The values that we as individual members aspire to have should be the same ideals that ICRI upholds. Those ideals include morality, truth, and heroism—all to which we have been exposed in our personal and business lives. These higher purposes and shared core values tend to unify the organization and can act to pull the membership upwards to a higher degree of ethical commitment. Higher levels of trust are a natural result of this unity of purpose, shared core values, and a greater ethical commitment.

Conscious leadership dictates that it should “Walk the Walk” when it comes to trust. Next to the power of discovering a higher purpose, nothing is more important for creating high levels of organizational trust than the quality and commitment of the leadership at all levels of the organization. I mention this specifically in light of the recent ICRI Executive Committee meeting at ICRI’s new office during the third week of July. The

Executive Committee meets several times a year to advance ICRI business; if there is anything that you feel should be discussed at one of these meetings, please feel free to contact any member of your Executive Committee or Kelly Page directly at ICRI. I mention this because you, as individual members of ICRI, should look to your leadership to “walk the walk”—to serve the purpose and mission of ICRI and lead by example. Authentic communication with honesty and integrity are essential attributes of both transparency and trust. Let’s practice it not only within ICRI but also in our daily lives. In the recently concluded contract negotiations, it became very apparent that if we wanted to optimize our trust for ICRI, then we have to seek to optimize transparency. If at any time we decide to keep something hidden, it is almost always going to result in a lack of trust.

I visited with two of ICRI’s local Chapters within the past 30 days and wanted them to understand that 2010 is an exciting year for ICRI. Now that we have a new contract with CAM in place and our Slab Moisture Testing Technician Certification Program is growing feet, there will be no limit to the degree of trust that can be accomplished. I leave you with three thoughts:

- With consciousness of higher purposes for ICRI, we will be able to promote creative energy;
- We must have our leadership (Executive Committee and Board of Directors) evolve to higher levels of consciousness and trust themselves; and
- All of us need to evolve with ICRI in ways that create processes, strategies, and structures that encourage those higher levels of trust.

All three of these will necessarily include the important ideals of teamwork, empowerment, transparency, authentic communication, fairness, love, and care.

Thanks for reading, thinking, and acting as you continue with this issue of *CRB*.