

# LEAD Time

The logo for 'LEAD Time' features the word 'LEAD' in large, bold, black capital letters. The letter 'A' is replaced by a grey triangle containing a white path that winds upwards. Along this path, the words 'RESPECT', 'DUTY', and 'INTEGRITY' are written in small, white, capital letters. To the right of 'LEAD' is the word 'Time' in a large, bold, black, sans-serif font.

## Trust

Leaders create teams by building a foundation of trust. Trust is the underpinning of all cohesive teams; without it, teams are merely collections of individuals that can never hope to achieve synergy.

Recognizing that communication is the key to building trust, we communicate openly with teams and make sure we convey the essence of our values, mission, and vision. In doing so, we also communicate information about ourselves because our teams must, first and foremost, trust us.

Unlike respect, which may be inherently offered due to an individual's position or stature in the organization, trust for an individual must be earned and offered in faith. Leaders earn the trust of others in many ways, but primarily through their actions and it is reinforced over time.

Trust is delicate, and like most delicate things it must be cared for. As trust may be earned, it may also be lost. All leaders, especially emerging leaders, must be aware the erosion or loss of trust occurs at a much faster rate than it took to earn it. Once the leader has damaged or lost the trust of those they lead, it can be daunting to regain the trust once held.

## Discussion Points:

- What is trust?
- Why is trust one of the rarest leadership characteristics?
- How can trust influence safety on the fireline?
- What is the relationship between trust and vulnerability?
- What characteristics encourage you to trust someone?
- Does trustworthiness alone make someone a leader?
- What can be done to regain trust once it has been damaged or lost?

## References:

[Wildland Fire Leadership Development Program](#)

[Leading In the Wildland Fire Service](#)

[2014 Wildland Fire Leadership Campaign – The Resilient Team](#)

“Overcoming the Five Dysfunctions of a Team” by Patrick Lencioni