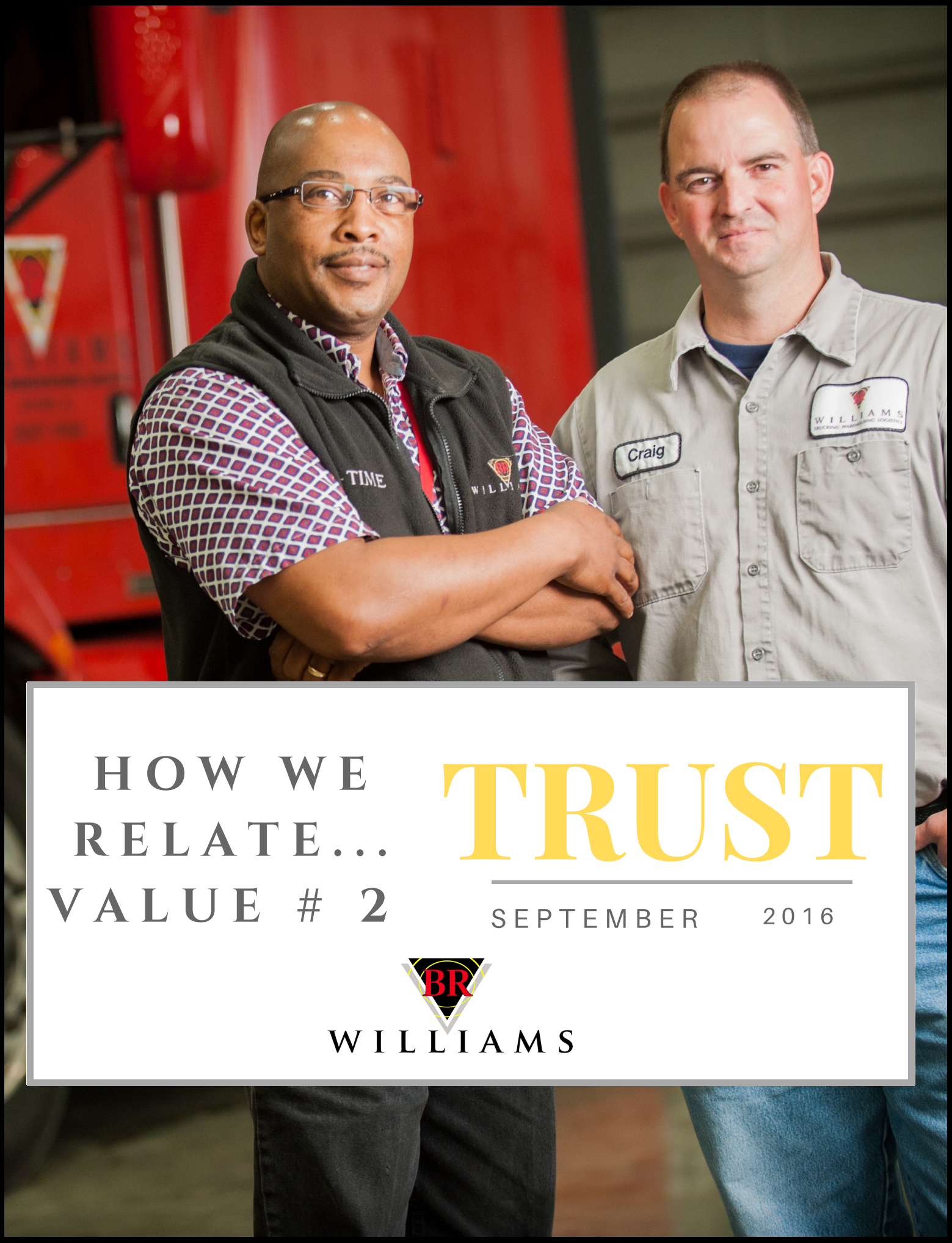

HOW WE RELATE... VALUE # 2

TRUST

SEPTEMBER 2016

BR WILLIAMS

Trust is the second B. R. Williams Value that we will be covering. It falls into the grouping of other values that together represent how we relate to others. **Trust** is defined in the Merriam-Webster Dictionary as: “Belief that someone or something is reliable, good, honest or effective, to have confidence in someone or something”. Robert F. Hurley, was quoted in Harvard Business Review, “**Trust** is a measure of the quality of a relationship – between two people, between groups of people, or between a person and an organization”. So **Trust** permeates through many different levels: from one person to another, from one company to an associate (or associate to the company), and from one company to another company. If we were to ask you to think of the one person you **trust** the most, who would that person be? It might be a parent, a sibling, a spouse, a dear friend, a Pastor or maybe even a coach. When you think of that person, what is the overwhelming emotion that pervades the relationship? It might be that you can **trust** them with your inner most thoughts, without fear of them sharing them with anyone else. It might be that you can **trust** them to protect you from known and unknown threats that might hurt you. It also might be that you can **trust** them to be faithful to you in every circumstance. In any event, you have come to know them, in a manner that allows you to depend on them for the exact behavior or support you expect, regardless of any circumstance your relationship might face. When you really boil it down even deeper, you can always expect them to place your interests ahead of theirs, every time. That is when **trust** is at its deepest level. **Trust** begins at a very early age for each of us. When we were children, we came to trust our parents or caretakers, to provide for us, to protect us from harm, and to encourage us to learn and further to teach us to become independent. **Trust** is one of the first emotions we learn as a child.

As a result of that initial learning, we tend to initially **trust** someone from the moment we meet them, and that unearned **trust** will mostly continue and grow until they provide us with a reason that they might not can be trusted. We have an innate desire initially to **trust** someone that we want to have a relationship with, because **trust** is the very foundation of any strong relationship. can be built and maintained for many years, and then one moment of failure to place the other's interest ahead of yours, destroys all the trust that may have taken many years to build. Therefore, **trust** could be considered a relationship's most precious asset. Something to be guarded and protected at all costs. However, once **trust** has been lost, recovering that **trust** is not easily recovered. An individual might withhold their **trust** from someone, until they first accept responsibility for violating the **trust** in their relationship, they exhibit an obvious change in their behavior and then they work to earn that **trust** level all over again. Individuals that have been hurt many times over and over again through their relationships, may develop a tendency to not initially start a relationship with **trust**, but instead withhold that **trust** from the outset, until they are convinced they can be trusted. The **Trust** Factor exists on many levels in our company. We place expensive assets in the hands of our associates each and every day and trust them to take good care of them while serving our customers along with not hurting themselves or anyone else in the process. Our associates **trust** us that their payroll will be prepared accurately and will show up in their checking account every week. Our customers **trust** us that the goods they place in our hands will be shown a level of care so as to not damage them, not lose them or mix them in with someone else's goods, or to get them to their intended destination on time. Our customers and our associates both **trust** the management team of B. R. Williams to manage the affairs of the business, in such manner that is honorable and financially sound that ensures the long term viability and success of the company.

So, as you can see, **Trust** is an extremely important Value in the life of our company and the lives of our associates and customers. Therefore, we must realize the responsibility that this places each of us in. We all have a major part in maintaining the level of **Trust** in our company. One misstep during our daily routines, can destroy the **Trust** we have built among our associates and our customers. So let's covenant to be ever mindful, of the awesome responsibility each of us have to protect this very important Value, and work to be a person that others can truly **Trust.** It tells us in Proverbs 3: 5 – 6: "**Trust** in the Lord with all your heart, lean not unto your own understanding. In all your ways acknowledge Him and He shall direct your paths". Along with that, in Hahum 1:7, "The Lord is good, a strong hold in the day of trouble; and He knoweth them that **trust** in Him".

Thank you for continuing to allow us to share with you our company values, and may God continue to bless you and your family and keep you safe!
Love, Greg Brown