

The whole truth



From our guest contributor, Frank Sonnenberg.

The truth is . . . we can't build relationships if we mistrust what friends say; we won't follow leaders if we mistrust what they do; and we can't make good decisions if we doubt the accuracy of the information that we receive. Absent truth, instead of taking action, we'd spend our time looking over other people's shoulders, second-guessing their intent, and unraveling the facts from the falsehoods. The result is that trust is shattered, reputations are damaged, and suspicion rules the day.

The truth shouldn't be told only when it's convenient. Honesty must be a way of life. Honesty means that you care deeply about trust, cherish your relationships, and value the importance of a solid reputation.

There are several things you can do to demonstrate honesty:

1. Think before you speak.
2. Say what you mean and mean what you say.
3. Bend over backward to communicate in an open and honest

fashion.

4. Simplify your statements so that everyone clearly understands your message.
5. Tell it like it is rather than sugarcoating it.
6. Present both sides of each issue to engender objectivity.
7. If you have a personal bias or a conflict of interest, make it known.
8. Tell people the rationale behind your decisions so that your intent is understood.
9. If something is misinterpreted, quickly correct the record.
10. Don't shoot the messenger when someone tells you the truth. Thank them for their honesty and treat the information provided as a gift.
11. Willingly accept responsibility by admitting a mistake or an error in judgment—in a timely fashion.
12. Hold people accountable when their words do not match their actions.
13. Never compromise your integrity and reputation by associating yourself with people whose standards of integrity you mistrust.

When you stand for honesty, you believe in yourself and everything you represent. When you stand for honesty, everything you say carries the voice of credibility. But, when you're dishonest, your soiled reputation will do the speaking for you. That's why it's critical to always tell the truth – or the truth will tell on you. Honest.

For more information on the importance of honesty, [click here!](#)



Frank is an award-winning author. He has written five books and over 300 articles. Frank was recently named one of "America's Top 100 Thought Leaders" and nominated as one of "America's Most Influential Small Business Experts." Frank has served on several boards and has consulted to

some of the largest and most respected companies in the world. Additionally, FrankSonnenbergOnline was named among the “Best 21st Century Leadership Blogs” and among the “Top 100 Socially-Shared Leadership Blogs.” Frank’s new book, Follow Your Conscience, was released November 2014. © 2016 Frank Sonnenberg. All rights reserved.

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