

Alumni News - Week of February 10, 2014

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Elsie Maio, Expert on Organizational Trust, Contributes to New Book

February 10, 2014

Elsie Maio (NYO 80-83), Founder of Humanity, Inc., has contributed as a global expert on organizational trust to a curated book that was published last month.

"Trust Inc.: Strategies for Building Your Company's Most Valuable Asset," includes Maio's insights in the chapter "Global Experts Define Organizational Trust."

"If you run an organization, or seek to influence one, it's useful to think of trust and its payoffs on a continuum," Maio says in the book. "At one end are the sine qua non, the Mechanics. You speak honestly, you do what you say, consistently, predictably. You get permission to engage. Further along, you are trusted for the Substance of who you are as an indicator of your intention. Each party experiences deep value, mutual benefit and possibly sustained relationship. Today, the trust premium goes to businesses whose Substance reeks of their sense of humanity -- and who act in congruence with it."

The founder the SoulBrandingSM Institute, Maio counsels decision-makers how to thrive commercially while addressing the critical social needs of the communities they serve.

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