

Frank Sonnenberg, President of RMI Advertising, shares that "trust must be carefully constructed, vigorously nurtured, and constantly reinforced. And it can be destroyed by a single action." Leaders are those who embody and exhibit leadership values and behaviors, regardless of whether or not they have a physical team. Trust has the additional benefit of inspiring loyalty among these constituents; Can you be a leader without a team?¹¹ As leaders consistently behave with integrity, they create and support a culture of trust among clients, colleagues and employees. Absolutely