

What Does Trust Look Like: Behaviors and Actions



Government Finance Officers Association

Elizabeth Fu, Senior Manager, GFOA's Research & Consulting Center
May 9, 2019

What behaviors are tied to trust?

We want to hear specific stories about times where you, as a public finance officer, were particularly successful in building trust or maintaining trust despite challenging circumstances. We could also talk about stories of where things did not go so well, as there are often lessons in those stories, too.

For any story, we want to know:

1. What was the situation? What events led up to it?
2. What did you think, feel, or do in the situation?
3. What was the outcome? What happened?

Session format

- Interview question and pair interview
- Groups of four – What did your partner say?
- Coming together – Are there commonalities?
- How does it compare to GFOA's research?



Please tell about a time that was a highpoint in building trust. Tell what happened and what you did.



Pay attention to
specific actions
that the
storyteller took



Retell your partner's story

Do you hear patterns?

What's similar?



Our recruitment and retention research prompted us to explore the topic of trust



Key initial findings

- Showing integrity and honesty
- Producing results for my community
- Treating people fairly

