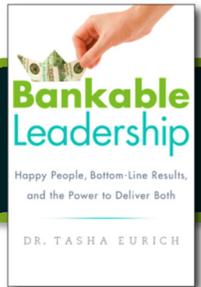


# Bankable Leadership Tip Sheet #2



## Be Unmistakably Transparent

Are you ever shocked at the sheer creativity of the stories your team comes up with to explain the mundane day-to-day goings on of your department? Employees hear, on average, one damaging rumor per week. Rumors hurt both people and results. When employees think you're hiding something from them, they'll resent you. And without a line of sight, they can't make the right choices in their jobs. There are two kinds of transparency that Bankable Leaders create:

- **Transparency of information:** Sharing information on your strategy, financials, and operations.
- **Transparency of intent:** Sharing information about why you're making the decisions you're making.

### The Five Actions of Unmistakable Transparency

- 📌 **Get aligned with your manager and peers:** Make sure you're on the same page with your manager and peers on information and intent. Anticipate questions and prepare clear and consistent answers.
- 📌 **Be transparent about transparency:** If you can tell your employees something, tell them. If you can't, say why. And if you don't know something, make a commitment to find out and give a timeline for following up.
- 📌 **Create structure around transparency:** It's critical to regularly communicate with your team, whether it's through daily huddles, weekly stand-up meetings, or quarterly town-halls.
- 📌 **Seek out and squash rumors:** Ask your team, "What rumors are you hearing right now?" Thank them for their bravery in putting them on the table, then set the record straight.
- 📌 **Know when NOT to be transparent:** Be careful about sharing information before decisions or changes are final.

### Tips to Create Transparency of Intent

- 📌 **Say why:** Tell employees why things are happening. If you don't know, tie decisions to strategy, culture, and values.
- 📌 **Be clear about your intent:** For decisions you make, ask yourself *Why did I do this / Why didn't I do this? What do I want for my team / What don't I want for my team as a result?*

### Tips to Create Transparency of Information

- 📌 **Communicate strategy:** At least twice per year, share and discuss company and department strategy and goals, as well as the competitive landscape. Ensure employees understand how they fit into the big picture.
- 📌 **Make operational realities clear:** Educate your team about operational realities and help them tie to your strategy.
- 📌 **Practice open book management:** Regularly share how your department and company are doing financially and ensure employees understand how their daily actions are tied to company finances.

More resources available at [www.BankableLeadership.com](http://www.BankableLeadership.com)

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