

# **The role of Trust in Project Management with Virtual Teams**



Abstract: While project success is predicated on effective communication, an important requirement for achieving predictable project outcomes is trust.

Projects require the cooperation and willing participation from multiple people to achieve success, and trust is crucial to developing positive, productive working relationships with all of the stakeholders.

We will explore key techniques to establish trust in projects and virtual teams.



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Will the app  
be bug free?

**Yes**



Will the app be  
ready in 3 months?

**Yes**



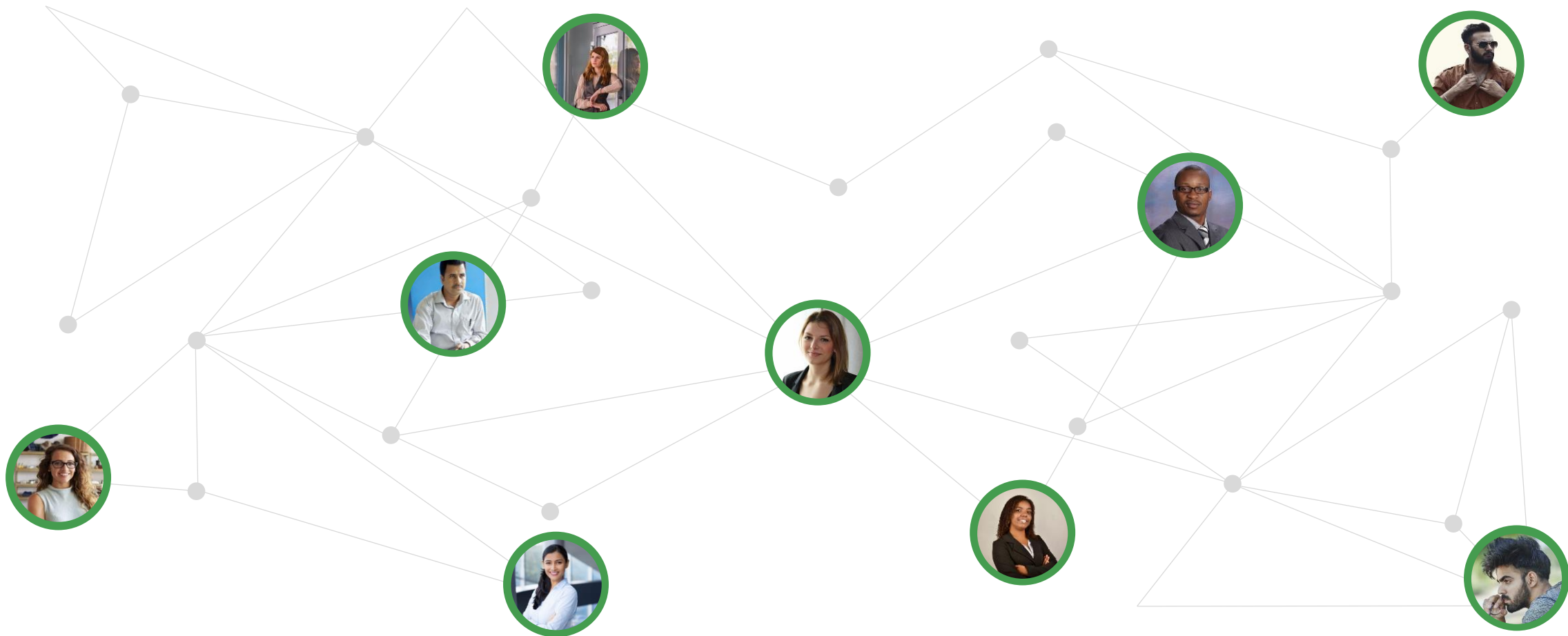
Will it cost  
less than  
10.000 euros?

**Yes**



Will the app  
be fast?

**Yes**



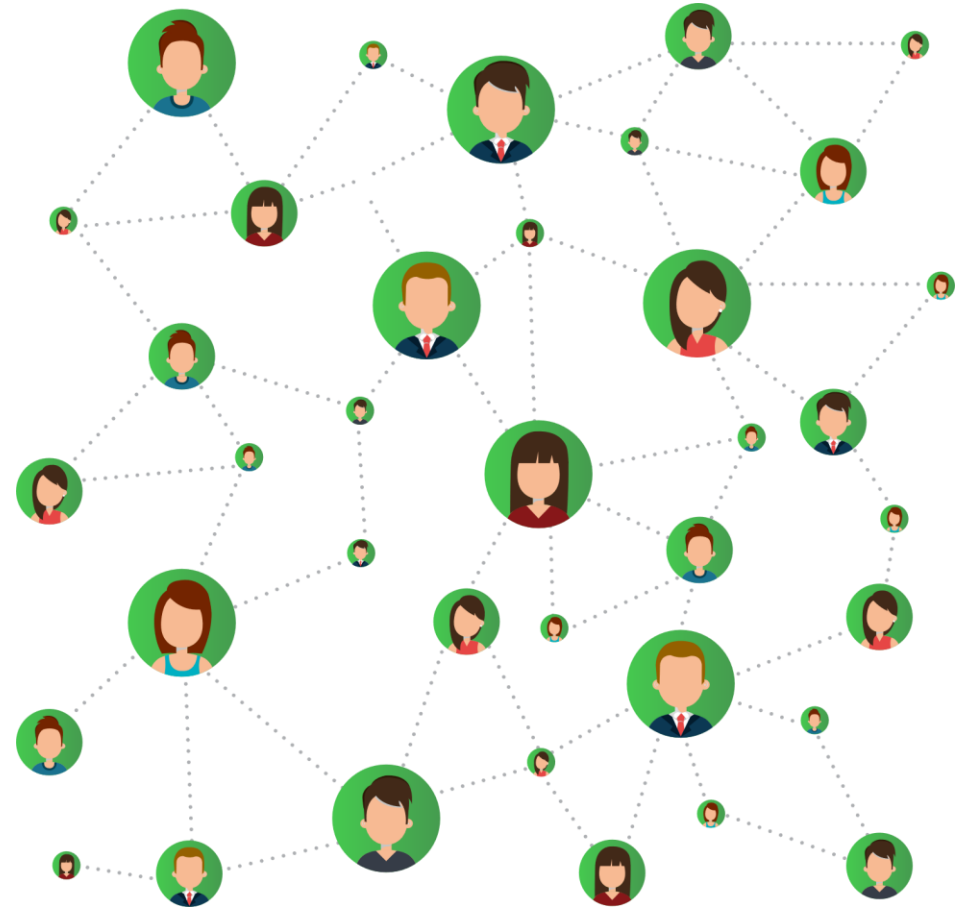
# Projects

- ➔ Are Unique
- ➔ Finite or Temporary
- ➔ Have a singular goal or purpose



# Virtual Teams

- ➔ Remote
- ➔ Right Skills
- ➔ Commitment
- ➔ Consistent contact
- ➔ Great team leader



# Trust

- Safe
- Reliable
- Productive



# Courage

→ Vulnerable

→ Betrayal

→ Control

→ Fear





# Building Team Trust

- 1 Start early
- 2 Set Clear Expectations
- 3 Facilitate Open Communication
- 4 Be responsive and reliable
- 5 Add Personal Connection time
- 6 Accept failure



# Dysfunctional Teams

- 1 Poor communication
- 2 Negative Competition
- 3 Emotional discussions
- 4 Unable to make decisions



# Team Lead Mistakes

- 1 Bad Hiring, wrong people and skills
- 2 Poor communication, what and why
- 3 Unreasonable expectations
- 4 Leading with emotions
- 5 Micro management



# Trust Across Cultures

- ➔ Task or results based cultures
- ➔ Low trust cultures
- ➔ Relationship based cultures
- ➔ High Context culture

● Task Based Countries    ● Relationship Based Countries



# How To – Set Expectations

- ➔ Kick off Presentation
- ➔ Sprint Planning Meeting
- ➔ Virtual daily standup meeting
- ➔ Retrospectives
- ➔ Reset expectations when changes occur





# How To – Reliable and Available

- ➔ My personal user guide
- ➔ Commit to regular contact times
- ➔ Let team know when you will be back



# How To – Build Relationships

- ➔ Find something to bind the team outside their work
- ➔ Weather, Travel, Food, Holidays are safe subjects
- ➔ Politics and Religion should be avoided



# How To – Use Emotions Wisely

➔ Talk it out

➔ Step back





# How To – Reward Success

- ➔ Say thank you
- ➔ Recognize everyone in the team
- ➔ Badges, small gifts



**“Speed happens  
when people at  
work truly trust  
each other.”**

**- Edward Marshal**



**THANK  
YOU!**

