Building trust in an organization’s leadership requires a personal effort on the part of the leaders themselves. Yet it’s a team effort too. And the corporate function most likely to support leaders’ efforts to build or sustain trust is communications. Why communications? Successful business leaders have learned this from first-hand experience. Leaders are communicators if they believe that one of their key responsibilities is to “communicate, communicate and then communicate some more.” So why does it take so much effort to get employees and other stakeholders to accept that their corporate leadership does have their best interests in mind and that they should believe what their leaders have to say? The answer: Too often, actions speak louder than words. It tries to assess government efforts of rebuilding trust by discussing different government reforms at both the central and the local levels.

Therefore, we consider trust in assessing quality of the relationship between residents and the government. Trust in government has also been examined in many social marketing studies (e.g., Burnett, Tsang, Studer, Hills, & Welford, 2008; Kikuchi, 2007; Kim, 2010; Zawojaska, 2010), and the studies suggest that government plays an important role in enabling trust among the residents. For example, Li et al. (2012) suggest that residents’ trust in the government is formed on the basis of interactions with the government. Or, has the Japanese government learned from past disasters? The government of Naoto Kan is already widely unpopular. A public perception that it has mismanaged this human tragedy will be its death knell. At the time of the Kobe earthquake, the Japanese government initially refused all offers of international help (on the grounds of language difficulties). This time the government not only welcomed such help, but also appealed to the world for it – and the world is rapidly responding. Note: To assist recovery efforts, The Asia Foundation's Give2Asia launched the Japan Earthquake and Tsunami Fund. Visit Give2Asia's website for more information on how to help.
