Checklist: build trust in automation

☐ **Communicate why you're automating, and the benefits and changes it will bring:** Automation should enhance our work lives; work with your team to have them understand how it will benefit them in the future. They'll have time to do more interesting work, will be able to take on projects that add value to your business and can become experts during a time when things are changing and leaders are looking for people who can grow.

☐ **Train your team to give them confidence and comfort:** Spend the time up front to give people confidence in their skills and see how these tools can improve their productivity and make their work more valuable and meaningful. It will provide assurance that our jobs are not going away — just getting better.

☐ **Conduct pilot tests with a small group:** Iron out any issues before full implementation. This can be the best way to engage a small group who is eager and have them showcase how adoption of automation can lift everyone's potential and provide career development.

- [ ] **Encourage and value feedback from team members:** Use this feedback to improve the system and its implementation. Keep in mind that people's biggest fear of change is losing control. This fear can be eliminated by engaging early, asking for input into the change, along with empathetic listening to people's concerns without trying to change their mind. Encourage team members to try things out; create an environment where they can disagree with you but still be willing to try.

- [ ] **Be transparent:** Automation is not a panacea, just another tool to elevate our work. Find analogies in your own business to help team members understand that business is constantly adjusting and that generally means things get better even if there are challenges to meet along the way.

- [ ] **Show real-life examples of how automation improves operations and makes tasks easier:** Be sure that you're setting an example of how you yourself are adapting to changes. Automation will change everyone's role; embracing it yourself will encourage others.

- [ ] **Highlight and celebrate successes:** Build confidence and acceptance among the team with little wins that stack up. And, don't be shy about reminding folks of prior wins when settling in to talk about what's next. This can put people in the right mindset to be open to change.