



Trust-building decision-making and communication:

A social intuition perspective

Dr. Mirjami Ikonen

Mrs. Satu Mättö

Dr. Päivi Kosonen

TRUST
matters in
business.



Työsuojelurahasto
Arbetarskyddsfonden
The Finnish Work Environment Fund



Theoretical Framework



Trust-building decision-making
involves vulnerability and belief in others' intentions



The role of social intuition
communicating trust through non-verbal cues



Social intuition

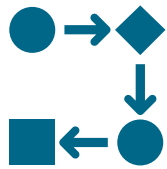
- Subconscious **decoding** of nonverbal communication
 - Purposeful **encoding** of such cues in face-to-face interactions
-
- Relatively unexplored significance of social intuition in interpersonal interactions



Exploring how social intuition supports trust-building communication, especially during complex times



Narrative methodology

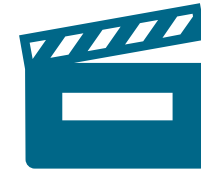


Narrative methods:

Subjective experience
Processes of meaning-making
Temporality and change



The approach allows
for rich, contextualized
insights



Analysis also includes

Narrative voice
Genre conventions
Cultural scripts

Empirical data

- Target organization UEF
- Time period 2020 – (COVID)
- University management briefings
- Video recordings and chat

UEF President (Rector)

Prof. Jukka Mönkkönen





Academic Rector

Tapio Määttä

Director of Administration

Dr. Tuomo Meriläinen



Date 2020	Video recordings (min)	Transcriptions (words / pages)	Chat (words, participants)
13 March	41:18	4740 (11)	2207 (286)
17 March	50:15	5568 (15)	6624
9 April	34:40	4057 (9)	528 (105)
7 May	1:06:27	4946 (13)	6098 (371)
20 May	58:10	6724 (16)	835 (115)
28 May	59:13	6508 (16)	9957
17 June	1:25:45	9491 (23)	3217
8 September	44:05	5025 (11)	3552
7 October	45:54	5092 (11)	7716 (526)
3 December	36:51	4057 (9)	2540
TOTAL: 10	8h 41 min	56208 (134)	43274

Preliminary Findings

We analyzed university management briefings

- Video recordings: communicating, gestures, tone
- Chat texts: reactions and discussion



Open body language and humor
helped build trust

June 2020 The Floral Dress Challenge in Finland



- Finnish women launched the #kukkamekkohaaste
- Protest against the gendered scrutiny faced by women in leadership
- Support for PM Sanna Marin, defending the right to be both feminine and power
- Soon spread beyond Finland to promote gender equality in politics
- Symbolism of Floral Dress: Feminineity, freedom, power



#FloralShirtChallenge by UEF

UEF
Management
Briefings 17
June



[UEF.live Live-stream](https://uef.live)





Conclusion

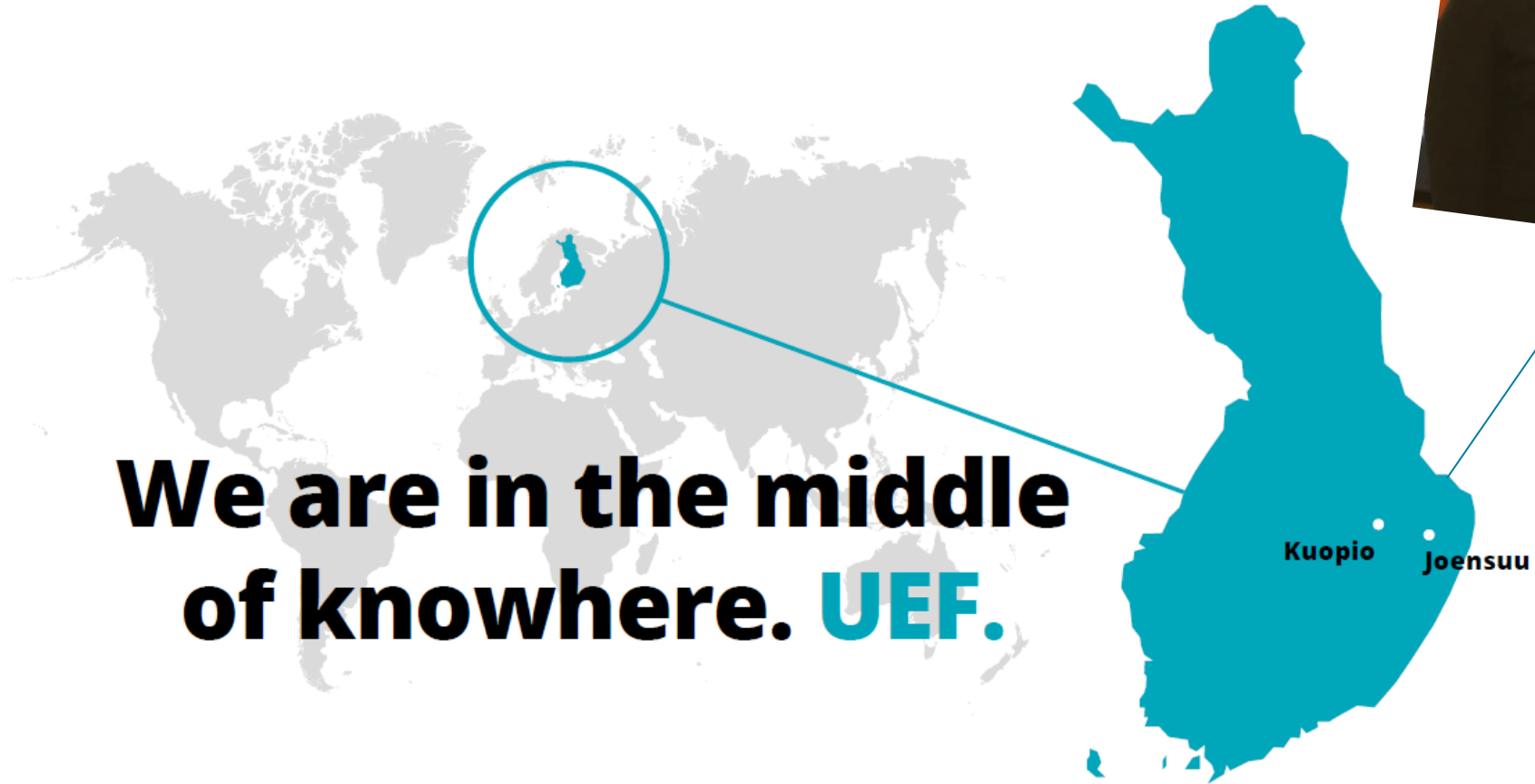
Social intuition
supports trust-
building

Leaders should
align non-verbal
cues with values
to foster trust



Työsuojelurahasto
Arbetarskyddsfonden
The Finnish Work Environment Fund

Thank you!





Any ideas how to proceed?



Data collection



An info session on the matter will be held tomorrow, Tuesday 17 March 2020, starting at 14.00 (2 pm).



A link to the live stream will be announced on Yammer later tomorrow.



Director of Administration Tuomo Meriläinen,
tuomo.merilainen(at)uef.fi, tel. +358403552299

Empirical context



...context situation

- “Teaching and supervision will be provided, to the greatest extent possible, by using alternative methods, such as distance learning, various digital learning environments and solutions and, where necessary, independent learning solutions.”
- “The University of Eastern Finland monitors the COVID-19 situation and will adjust its operations in accordance with the instructions issued by the authorities.”



**Analysis
identifies**

Setting
(time, place)

Characters

Conflict(s)

Turning
points

Resolution