BUILDING A CULTURE OF TRUST

AUDIENCE

FL Front-Line Leaders

LL Leaders of Leaders

FORMATS

In-Person (6.5 hrs)

Virtual (2 hrs. X 3 sessions)

It's time to rethink the importance of trust in organizational culture. We are living in a time of unprecedented disruption and many employees are feeling uncertain about the future, about leadership, about the viability of their careers with us. And this uncertainty is definitely impacting our business.

Angelo Vitale

COURSE OVERVIEW

In high performing organizations, a culture of trust is critical to achieve optimal effectiveness –yet trust is complex and can be impacted by many factors, both internal and external to the organization. And for many businesses today, trust is at risk.
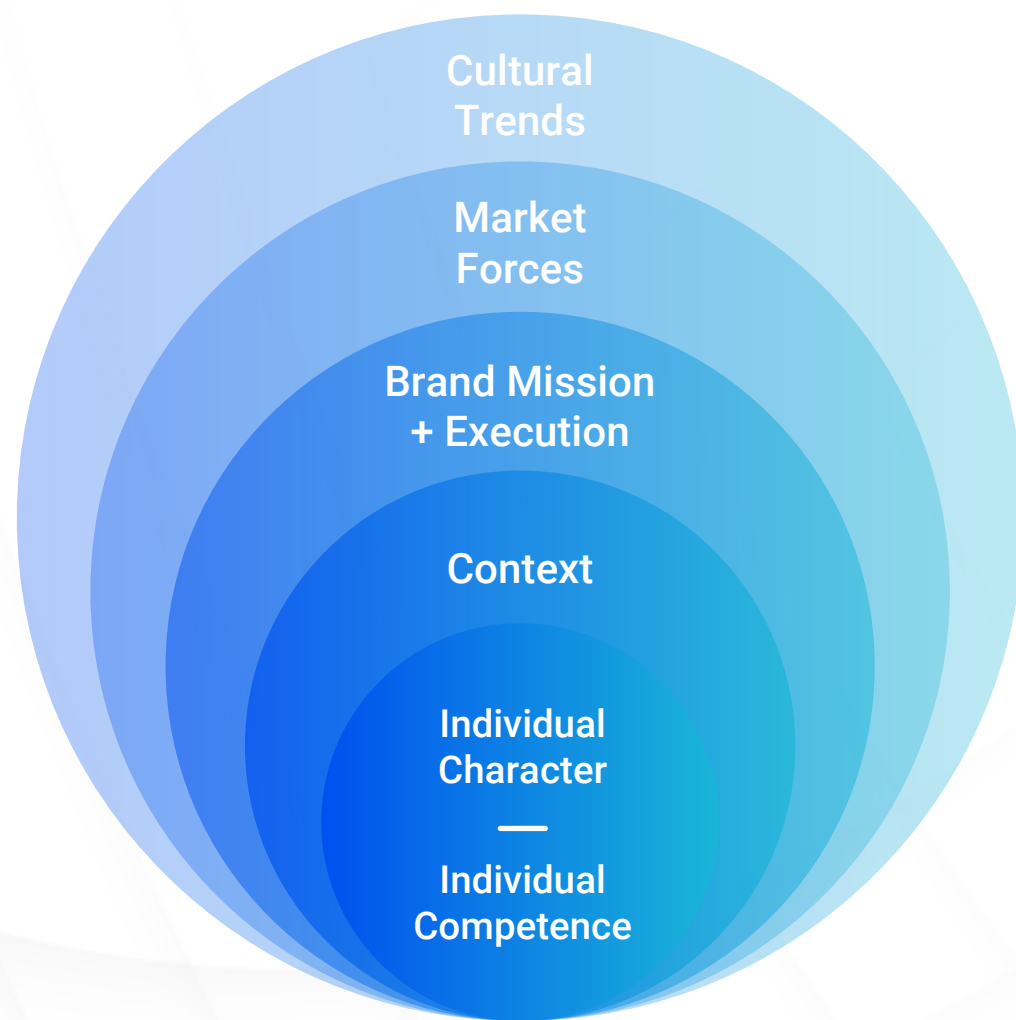
Customers and regulators are more cynical and suspicious of any claims a company might make. Employees aren't sure they can trust their leaders. Leaders aren't sure how much they can trust employees. Colleagues may not be certain how much they can trust each other. This era of doubt and uncertainty seems to be all-encompassing.

Trust can no longer be assumed, in fact just the opposite. Cynicism and suspicion is becoming the norm; trust must be built and earned continuously. This course is designed to help you as a leader measure, enhance, and amplify trust in your organization.

The course include deep self-reflection for leaders to help them see themselves the way others see them, to identify circumstances where they may be inadvertently eroding trust. And to identify opportunities to earn and reinforce trust, with colleagues, employees, customers, clients, family and friends.

BUILDING A CULTURE OF TRUST

ORGANIZATIONAL TRUST MODEL

Cultural Trends

Market Forces

Brand Mission + Execution

Context

Individual Character

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Individual Competence

BUSINESS IMPACT

1 Participants learn the critical role that trust plays in our society, business environment and our internal organizational culture.

2 Participants learn the critical importance of leading by example through authentic and resilient leadership.

3 Participants learn how to assess the level of trust throughout their organization, how to determine root causes and contributors.

4 Participants learn how enhanced trust with all stakeholders can have a tangible impact on bottom line business results.

5 Participants learn six strategies for leading others through uncertainty and significant change, and how to build trust in the process.

6 Participants develop new approaches for earning and continuously enhancing trust with all organizational stakeholders.

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LEARNING JOURNEY

Pre-Learning

- Self-paced reading (approx. 6 minutes)
- Reflection exercise

Optional Enhancement

- Brief video, internal leaders sharing their perspective on importance of organizational trust

Series of 3 Virtual Workshops

Virtual Session 1

Organizational Trust (or Lack Thereof) is Pervasive

- How cultural trends and market forces impact trust and business results.
- How interpersonal connections are eroded.
- How brand mission is impacted
- The role of leadership values and competence

Intersession Activity

Virtual Session 2

Organizational Trust Can be Measured and Tracked

- Tangible indicators of organizational trust
- Formal trust assessment tools and systems
- Informal trust assessment methods and approaches
- How to communicate the results of a "trust audit."

Intersession Activity

Virtual Session 3

Organizational Trust Can be Earned and Enhanced

- Trust-enhancing leadership communication
- How adversity can enhance trust (or kill it)
- 6 strategies for leading through uncertain times
- Case study: Tangible business impact of building organizational trust

Reinforcement

- Personal Action Planning
- 30-60-90 Day Virtual Group Touchpoint: Action Plan Reviews

Optional Enhancement

- Interactive .pdf Action Plan

BUILDING A CULTURE OF TRUST

LEARNING OBJECTIVES

- Understand how cultural trends and market forces impact organizational trust and business results.

- Understand how an erosion of trust can impact interpersonal connections, and the ultimate negative impact on business.

- Understand how trust is a critical (if mostly unspoken) element of the organization's mission and brand.

- Understand the role that leadership values and competence play in creating and sustaining organizational trust.

- Develop the ability to measure and track organization trust.

- Identify root causes and contributing factors that diminish trust in your own organization.

- Learn about formal tools and systems as well as informal methodologies available to measure organizational trust.

- Develop a plan for communicating the results of your "trust audit" to all organizational stakeholders.

- Develop a strategy for enhancing and continuously earning trust with all organizational stakeholders.

- Learn 6 strategies for leading effectively through times of change and uncertainty.

- Learn how facing adversity can enhance trust, or diminish it.

- Understand how to communicate about trust with stakeholders in a manner that is relevant and authentic.