



“Trust is the glue of life. It’s the most essential ingredient in effective communication. It’s the foundational principle that holds all relationships.”

Stephen R. Covey

By the end of the session attendees will:

- Have new, practical skills to enable them to build trust immediately upon return to the workplace.
- Be confident to share the trust formula with others and explain how this is critical to the sustainable performance of individuals and organisations in a 21st century business context.
- Develop a personal action plan based on their learning in the session.
- Receive a copy of the acclaimed book ‘The Trusted Executive: Nine leadership habits that inspire results, relationships and reputation’ and have access to a library of web-based resources and tools.

Workshop Overview:

Many of us are tired of reading in the media about one business scandal after another. Trust in business leaders is at a low ebb; undermining performance, damaging relationships and destroying reputations. A new breed of executive will regain our trust by stepping up to a broader, braver role in the world and mastering essential trust-building habits.

This workshop will help attendees anticipate the trust-building challenge through focusing upon the three pillars and nine habits of trustworthy leadership. Based on his prize-winning doctoral research and acclaimed book, ‘The Trusted Executive’, your facilitator will give participants the road map they need to create strategy for building trust in themselves and their companies.

Participants will review the broader purpose of their business, learn the trust formula (trustworthiness = ability x integrity x benevolence) and understand why this formula inspires results, relationships and reputations in a digital, globalised world where nothing can be hidden.

They will then move on to assess their own trust habits using the unique ‘trust quotient’ TQ questionnaire. This questionnaire assesses leaders against the following nine habits:

Ability	Integrity	Benevolence
• Deliver	• Be Honest	• Evangelise
• Coach	• Be Open	• Be Brave
• Be Consistent	• Be Humble	• Be Kind

Finally, participants will leave armed with a clear action plan to build on their trust-building strengths and overcome weaknesses at both an individual and organisational level. Attendees will leave the workshop inspired and equipped to immediately apply and practice new leadership habits.

Approach:

The workshop will be dynamic and interactive with a variety of tools used to accelerate the learning eg. video clips, group exercises, personal anecdotes and proven psychological models. Case studies will be drawn from the facilitator’s own business career, together with his executive coaching work with CEOs and elite sports coaches in cricket, rowing, diving and target shooting. Attendees will be challenged to stretch out of their comfort zones, whilst being supported by the experienced facilitation skills of one of the leading executive coaches in the UK.

Website: trustedexecutive.com
Contact: info@trustedexecutive.com

“John enthralled sixteen CEOs on the topic of trust for 3 hours - no mean feat! He took us on a fascinating journey of trust from the big picture to the fine details and left us with clear, practical take-always. It was a memorable session which I would recommend for all leaders who wish to transform their trust-building skills” - Kate Fletcher, Vistage Chair



THE TRUSTED EXECUTIVE FOUNDATION



Aston Business School