

Trust is essential.
Low trust inhibits
collaboration,
creativity, and
performance.



BUILDING TRUST

Trust can be hard to earn and easy to lose.

So, what can organizations do to develop trust between leaders and the people they work with? The level of trust employees have with colleagues or a leader determines how well they work together, listen to one another, and rely on each other to get things done. In fact, the primary factor affecting employee turnover is whether or not a trusting relationship was developed between the manager and the employee. Yet many people are unaware of the actions that build or erode trust. While almost all employees consider trust in the workplace to be important, only 39 percent of US employees say they trust the senior leaders at their firms.

Based on the Building Trust Model™, Blanchard's Building Trust program teaches people how to build trust and, if it's been broken, how to repair it. The model is easy to learn, easy to remember, and most importantly easy to use on the job. The elements of trust (ABCD) form a common language for people to talk about trust without fear. By using the Building Trust Model, individuals are able to look at their relationships and focus on the aspects of those relationships that need repair. Understanding what behaviors lead to high trust is the first step in developing higher trust with others.

BUILDING TRUST MODEL

The Elements of Trust



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Who Should Attend?

Anyone who can benefit from building trust, from senior executives to managers to team leaders to individual contributors.

PROGRAM FORMAT

This is a half-day session, with 4 hours of instruction, videos, and practice. The program includes prework activities, full-color workshop materials, a trust self-survey, and tools for use back at work. The tools include a worksheet to analyze a low-trust relationship, a conversation-planning tool to deliver an apology when you've broken trust, and a conversation-planning tool for situations when others have eroded your trust. The workshop materials also include an overview of Building Trust content for sharing with others.

The Building Trust program focuses on helping individuals understand the impact of their behavior on building or eroding trust with their leaders and colleagues. Building Trust is a stand-alone module, but can also be used as a lead-in module or follow-up module to Situational Leadership® II, First-time Manager, Coaching Essentials, Situational Self Leadership, or Building Teams. Ask Blanchard for a chart documenting program linkages.

LEARNING OUTCOMES

- Learn the Building Trust framework
- Develop an action plan to engage in more trust-building behaviors
- Learn a three-step process for rebuilding trust
- Plan and practice two trust-building conversations

ANTICIPATED BUSINESS OUTCOMES

- Organization-wide awareness of how high trust can benefit everyone
- Increased productivity, creativity, commitment, and initiative
- Reduced employee turnover
- Improved customer service and customer retention

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