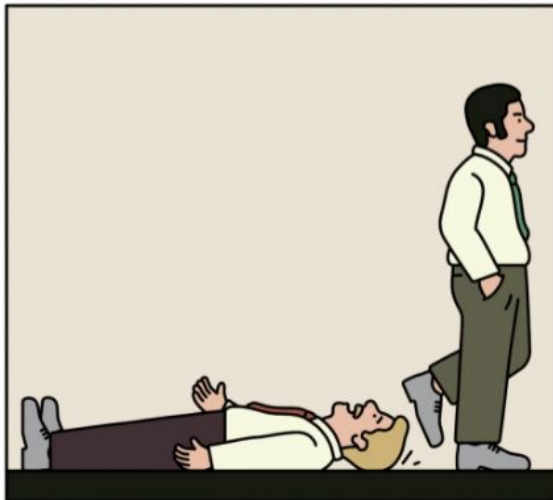
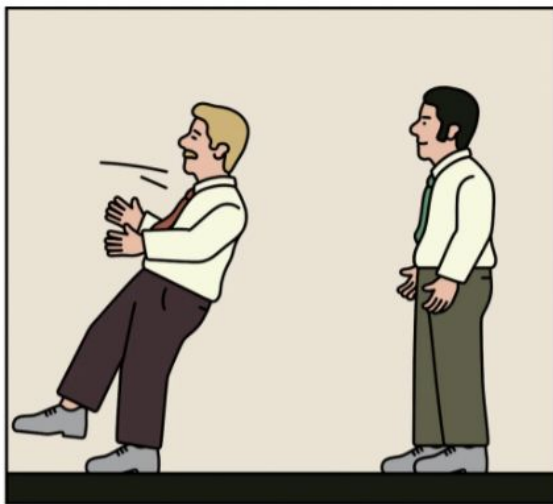
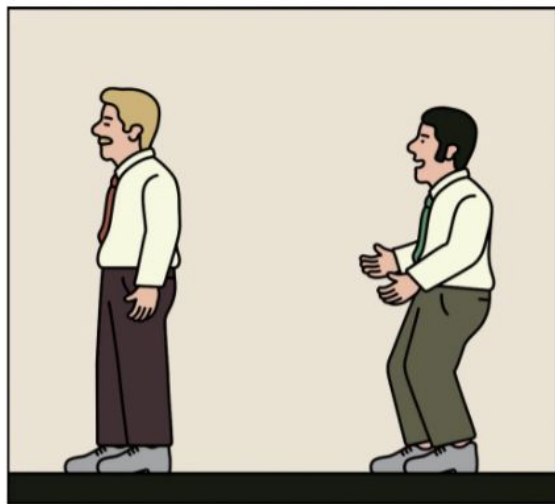




TrustCentric®
LEADERSHIP



July 8, 2017



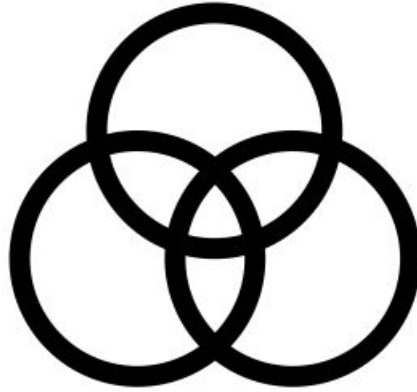


Toxic initials

WHAT WE EXPERIENCE



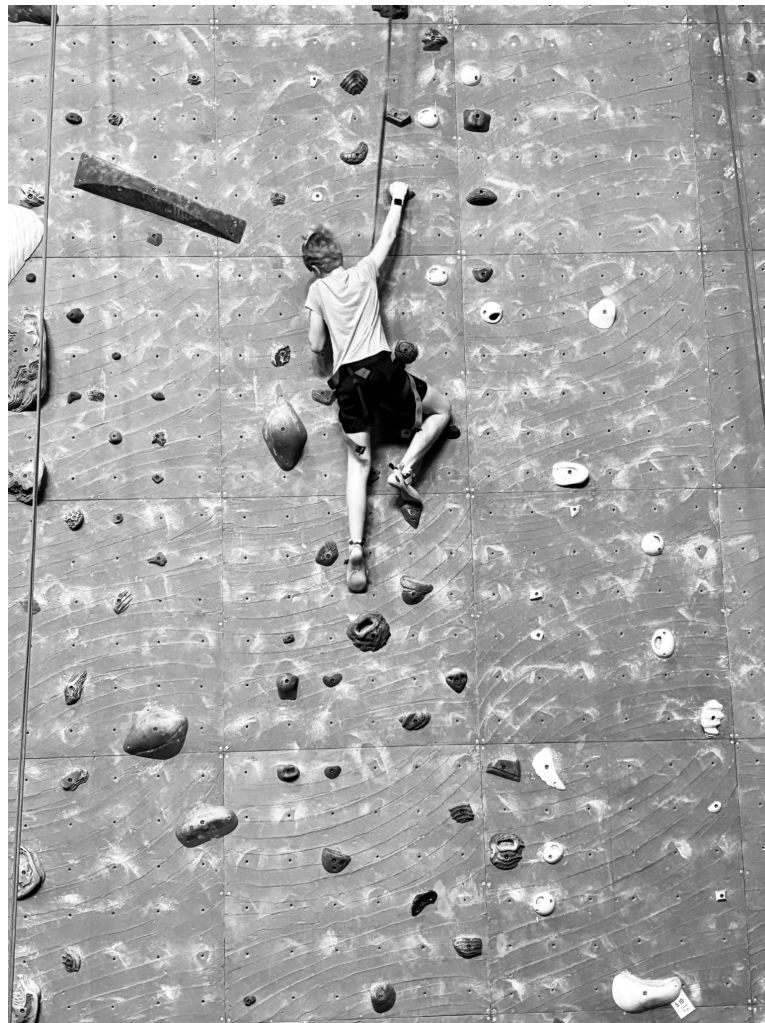
WHAT WE HOPE FOR...



AND WHAT IS POSSIBLE.

Trust:

The firm **belief** in the reliability, **truth**, ability, or strength of someone or something.





TRUST before **VALUE**

“Why should someone commit to a product, service, or experience?”

- Usable?
- Aesthetic?
- Rare?
- Emotional?

What is your organization's value proposition?

Value

1

Loyalty

2

Trust

1

Value

2

Loyalty

3

*Derived from: Consumer Trust, Value, and Loyalty in
Relational Exchanges: Sirdeshmukh, Singh, Sabol*

Trust

1



Trust Proposition®

*Taking action on **TRUTH**.*

Value Proposition

*Taking action on **worth**.*

Trust Proposition®

*Taking action on **truth**.*

COURAGEOUSLY
ASSESS THE CURRENT
TRUST REALITY

CONSISTENTLY
TAKE **ACTION** ON
IMPROVING TRUST

TrustCentric®
LEADERSHIP

COMPREHENSIVELY
APPLY THE STRUCTURE
OF TRUST®



An Epidemic of Distrust

The National Survey on Brand and Trust: brandCERTAIN | 

What's at Stake?

51%

of employees

don't have a high
level of trust for
their leaders.

What's at Stake?

Employees who have a low level of trust for their leaders are

66%

less loyal to their organization.

What's at Stake?

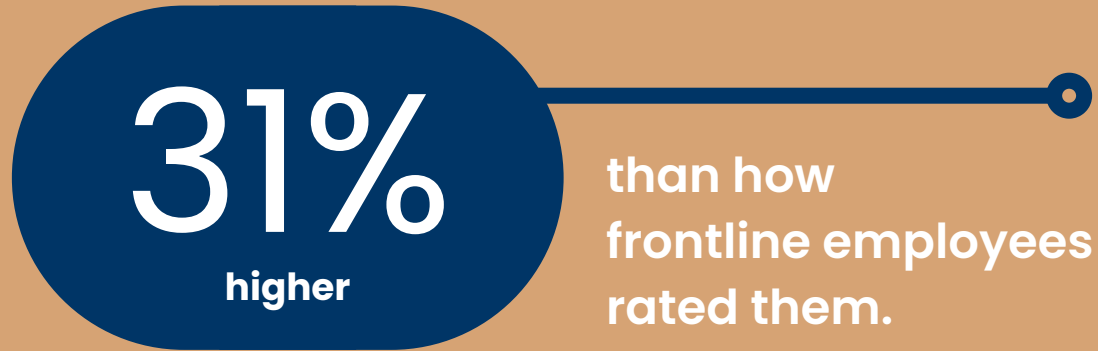
66%

of employees

in medium-sized organizations
aren't likely to work as hard when
they don't trust the leaders.

What's at Stake?

Overall, leaders rate their own level of trustworthiness



TRUST IN LEADERS

49%

A great deal + a lot



LOYALTY TO COMPANY

82%

A great deal + a lot



REFERRAL TO OTHERS

88%

Very likely + likely

30%

A moderate amount



29%

A great deal + a lot



36%

Very likely + likely

18%

A little + Not at all



16%

A great deal + a lot

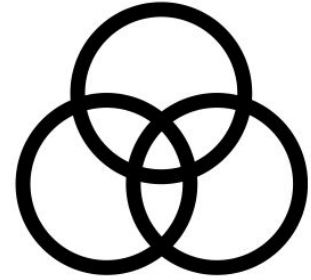


12%

Very likely + likely



TOXIC



TRUSTWORTHY

(workbook page 7)

Recruitment

Administrative

Public Relations

Training

**WHICH COSTS MOST
CONCERN YOU?**

Lost productivity

Workplace Culture

Mission

????

Compared with people at low-trust companies, people at high-trust companies report:

- 74% **less** stress
- 40% **less** burnout
- 13% **fewer** sick days
- 50% **higher** productivity
- 76% **more** engagement
- 106% **more** energy at work
- 29% **more** satisfaction with their **lives**

Defining your current reality.

(workbook page 8)

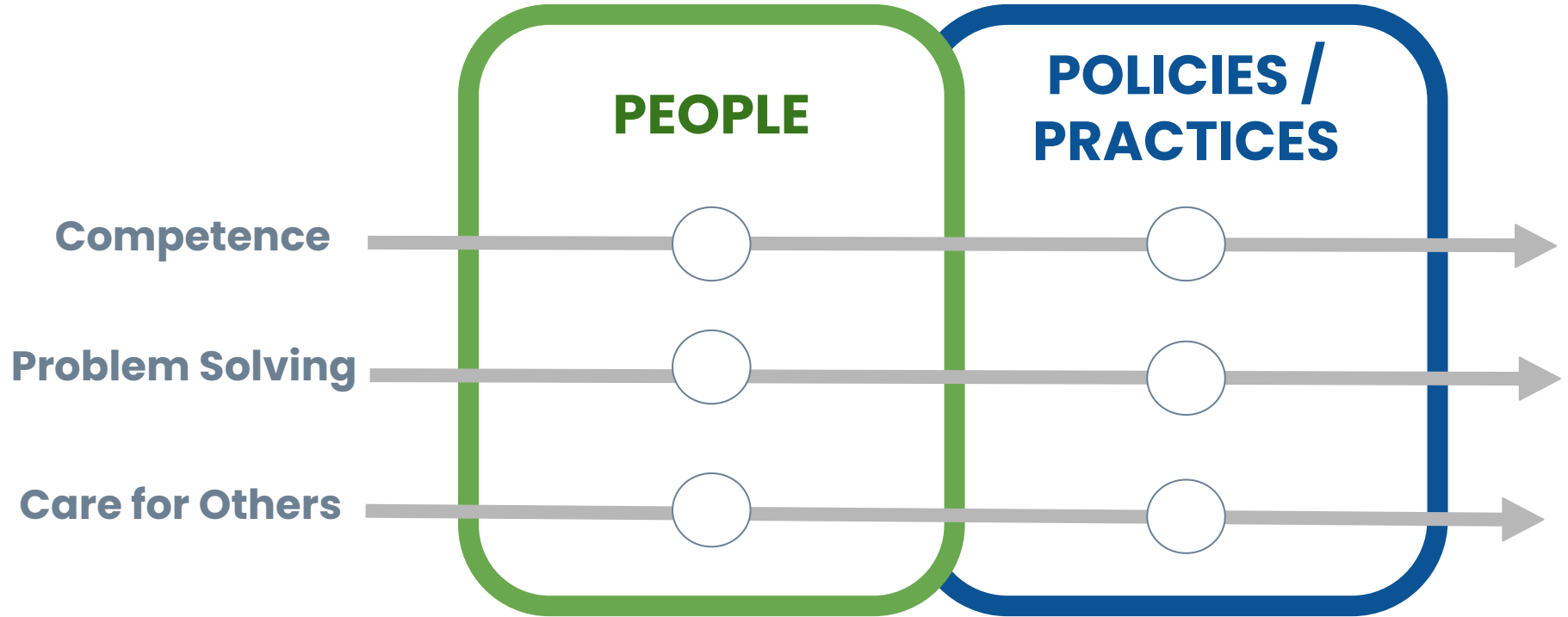
“Contrary to what most people believe, trust is not some soft, illusive quality that you either have or you don’t; rather, trust is a pragmatic, tangible, actionable asset that you can create.”

– Stephen Covey

HOW?

The Structure Of Trust®

The Structure of Trust[®]



What are your current top three concerns / challenges?

PEOPLE

POLICIES / PRACTICES / PRODUCTS

1.

1.

2.

2.

3.

3.

Building Block #1:

Competence

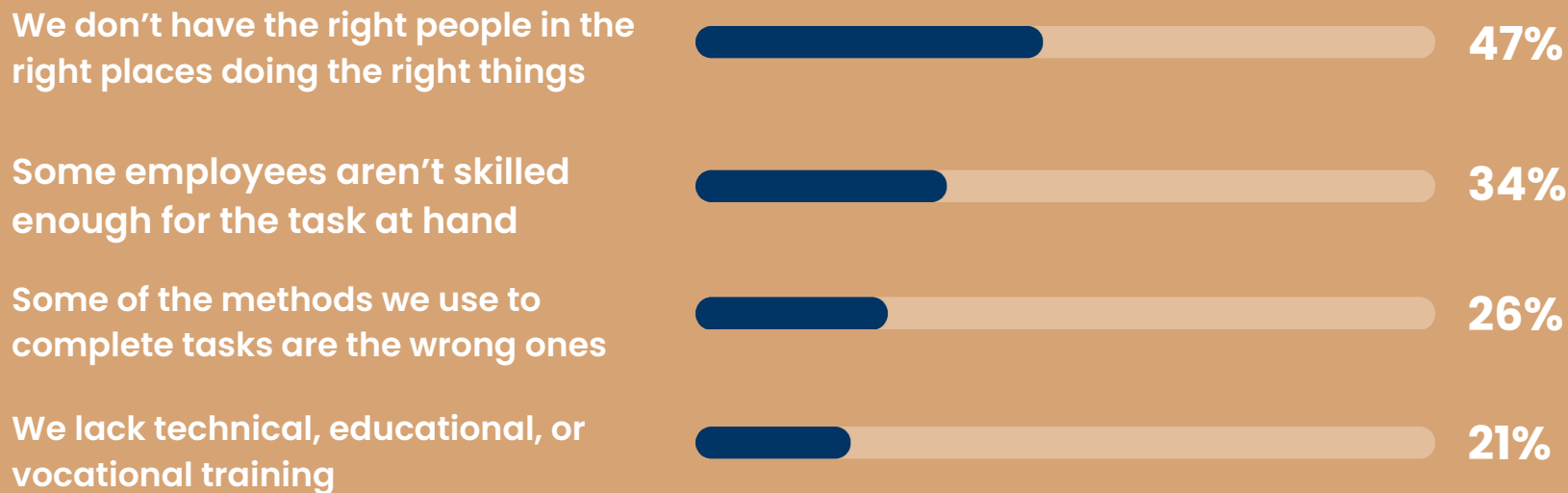
MONDO DUPLANTIS



Why do you feel your leaders are **excellent** or **good** at expertise / knowledge?



Why do you feel your leaders are **average, below average, or poor** at expertise / knowledge?



Building Block #2:

Problem Solving

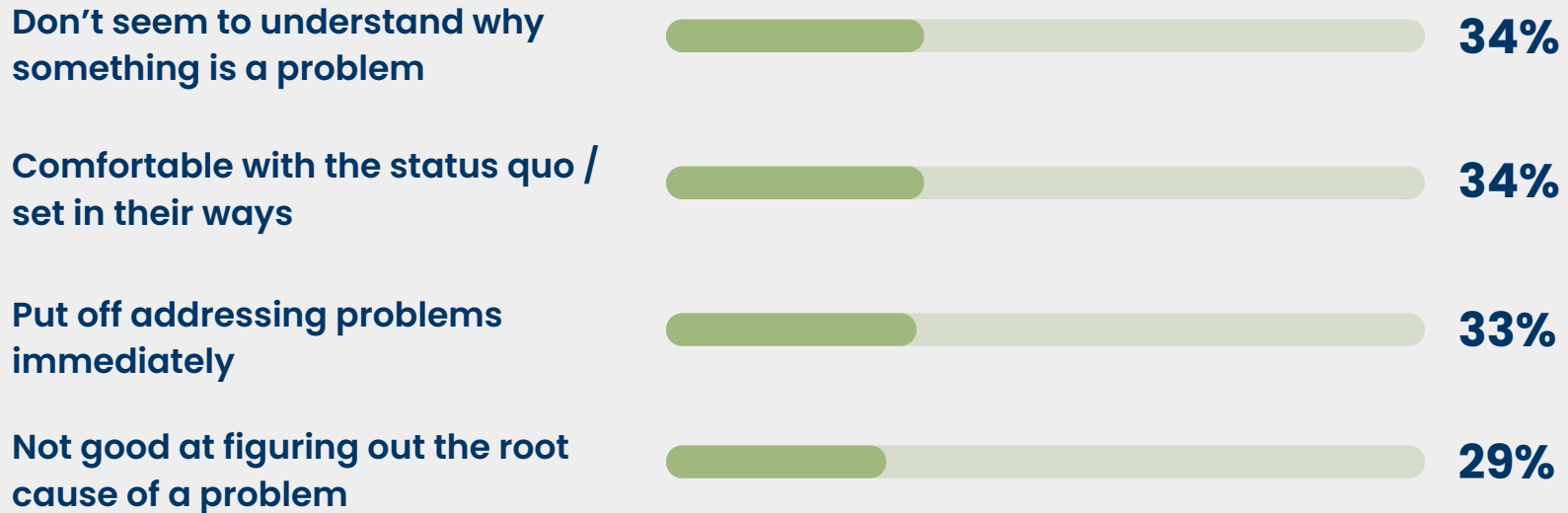
35,000 decisions



Why do you feel your leaders are **excellent or good** at solving organizational problems?



Why do you feel your leaders are **average, below average, or poor** at solving organizational problems?



Building Block #3:

Care for Others



Why do you feel your leaders are **excellent or good** at doing acts of kindness / caring for others ?



Why do you feel your leaders are **average, below average, or poor** at doing acts of kindness / caring for others?



TAKING ACTION ON TRUST

TAKING ACTION ON TRUST

TOP 5 DATA-INFORMED WORKPLACE TRUST PRIORITIES

1. More transparency
2. More honest conversations
3. Regular employee feedback
4. Clear ownership of tasks and projects
5. A clear plan (blueprint) for strengthening trust

(Workbook page 13)

BUILDING YOUR TRUST BLUEPRINT

INTERNAL ACTIONS

EMPLOYEE
FEEDBACK

EMPLOYEE
PATHWAY

ORGANIZATIONAL
STRUCTURE

CLARITY & FOCUS

PERFORMANCE

EXTERNAL ACTIONS

PROGRAMS/ PRODUCTS /
PRICING

END USER FEEDBACK

INNOVATION

BRAND

END USER
CHAMPIONS

TRUST PROPOSITION

How will you take action on truth?

“Trust and integrity are not mere buzzwords; they are critical components of a healthy organizational culture and have a profound impact on employee engagement, productivity, and overall success.”

COURAGEOUSLY
ASSESS THE CURRENT
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OF TRUST®



“How do you measure trust?”

“And then what should you do?”



ORGANIZATIONAL TRUST ASSESSMENT© - SUMMARY PAGE

OVERALL ORGANIZATIONAL TRUST ASSESSMENT RESULTS	<div style="display: flex; justify-content: space-between;"> LOW TRUST HIGH TRUST </div> <div style="display: flex; justify-content: space-between; font-size: small; margin-top: 5px;"> <<----- 10% 30% 50% 70% 90%----->> </div>				% Score
OVERALL TRUST SCORE		^			53%
Building Block of Trust: Competency		^			51%
Building Block of Trust: Problem Solving		^			47%
Building Block of Trust: Care for others			^		60%
Trust Score Based on perceived need for Organizational Priorities	^				33%
Trust of Employees for Leaders in the Organization			^		60%
Loyalty of Employees to Organization			^		71%
Referral Willingness of Employees for Organization		^			59%
Current Perception of Brand Trustworthiness			^		60%

<p style="font-weight: bold; margin: 0;">YOUR ORGANIZATION'S OVERALL TRUST SCORE BASED ON ALL COMPLETED ASSESSMENTS</p> <div style="font-size: 3em; color: blue; font-weight: bold; margin-top: 20px;">53%</div>	OVERALL TRUST SCORE BY: JOB TITLE / ROLE		OVERALL TRUST SCORE BY: ROLE IN DRIVING STRATEGY, POLICY, EMPLOYEE ENGAGEMENT, CULTURE OR CHANGE	
	Owner / CEO / VP (16 responses)	61%	Primary (33 responses)	54%
	Team Lead / Manager / Director (36 responses)	48%	Secondary (22 responses)	51%
	Individual Contributor (15 responses)	60%	Neither Primary or Secondary (12 responses)	56%
	OVERALL TRUST SCORE BY: LENGTH OF TIME IN ORGANIZATION		OVERALL TRUST SCORE BY: EMPLOYMENT STATUS	
	2 Years or Less (9 responses)	54%	Full Time (53 responses)	52%
	3 - 4 Years (7 responses)	58%	Part Time	---
	5 - 9 Years (11 responses)	54%	Volunteer (14 responses)	60%
	10+ Years (40 responses)	52%	Contract	---



July 8, 2017

THANK YOU, IN ADVANCE...



TrustCentric
CONSULTING

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