

# TRUST & THE ROAD TO LOYALTY

*How to Build Experiences that Move People*

## PROGRAM DESCRIPTION

Trust is your biggest competitive advantage. Why? Because trust impacts engagement, the customer experience, and it's ultimately what keeps people coming back for more. This interactive program has you explore the three factors of building trust with others and how to create experiences that move people. You'll leave knowing the three questions you must be able to say YES! to if you want high levels of trust in any relationship. A workplace of trust and belonging shouldn't be the exception. It should be the standard. This is your roadmap on how to make it happen. **WARNING:** You'll never look at trust and your relationships the same way again.

## PROGRAM OBJECTIVES

- ✓ Understand how trust is your biggest competitive advantage in the organization
- ✓ Discuss the three questions you need to be able to say "YES!" to in your relationships
- ✓ Learn the three foundational factors to building high levels of trust with others
- ✓ Highlight a relationship where you can immediately apply what you learned

## CLIENT TESTIMONIAL

"Justin's session was a great way to kick off our Loyalty Expo. Attendees were completely engaged and the interactive parts of the session were a great ice breaker. We heard from several attendees that Justin's session was one of their favorites during the conference."

**CARLY STEMMER IVORY**, *Vice President of Marketing for Loyalty360*

## PROGRAM LOGISTICS



### TIMING OF KEYNOTE

1 hour



### SUPPORTING MATERIALS

All leaders will complete a participant learning map



# TRUST

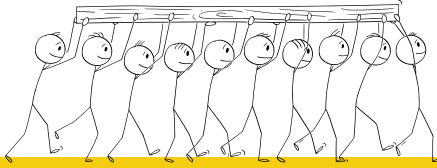
Building Experiences  
That Move People



Text YESYES to 66866  
for tips on how to build trust  
in yourself.



Definition  
**TRUST IS...**



[Blank yellow area for definition]

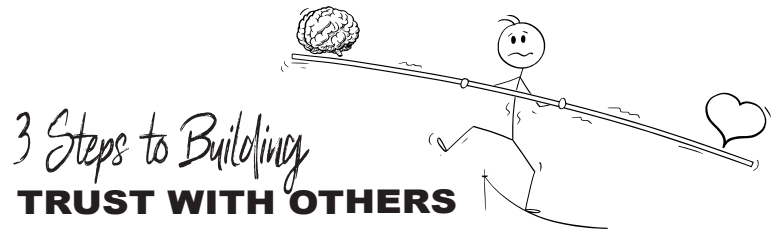
\_\_\_\_\_ **IS MONEY.**

**HOW IS TRUST CREATED?**

Given       Earned

**Why is trust your competitive advantage?**

[Blank grey area for answer]



## 1 TRANSPARENCY

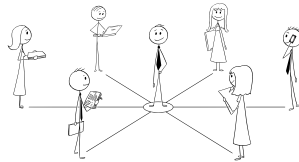
[Blank grey area for step 1]

## 2 TACT

[Blank grey area for step 2]

## 3 TOGETHERNESS

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Trust in any relationship is dependent on your ability to say YES to these three questions:

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_