

YOUR LEADERSHIP DIFFERENTIATOR: TRUST

How to Intentionally Build Trust With Others

PROGRAM DESCRIPTION

Trust is your differentiator. It's what separates average leaders from exceptional ones and great companies from the ones that struggle to retain people. Our ability to build trust is how we earn credibility, create experiences that move people, and keep people coming back again and again. This interactive program will challenge what every leader already knows about trust and make you think differently about how you intentionally build trust with others. 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.

BE WARNED: *You'll never look at trust and your relationships the same way again.*

PROGRAM OBJECTIVES

- ✓ Understand why trust is money and your biggest competitive advantage
- ✓ Learn the three factors to building high levels of trust with others
- ✓ Highlight the 5 attributes of toxic workplace cultures
- ✓ Explore ways to build trust in yourself

CLIENT TESTIMONIAL

"Justin Patton was the highest rated speaker at our conference. His presentation was high energy and his message about trust was a PERFECT way to kickoff our conference!"

DAVE KILBY, *President at Western Association of Chamber Executives*

PROGRAM LOGISTICS



TIMING OF KEYNOTE

60-75 minutes



SUPPORTING MATERIALS

All leaders will complete a participant learning map

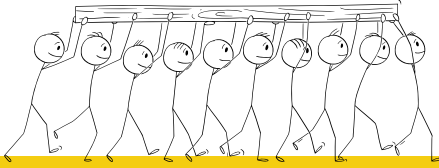




YOUR LEADERSHIP DIFFERENTIATOR: TRUST

HOW TO INTENTIONALLY BUILD TRUST WITH OTHERS

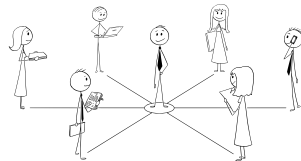
Definition
TRUST IS...



Blank yellow box for writing the definition of trust.

TRUST IS YOUR BIGGEST COMPETITIVE ADVANTAGE BECAUSE...

Blank grey box for writing why trust is a competitive advantage.



What will erode trust in the workplace according to MIT.

Blank grey box for listing factors that erode trust in the workplace.

TRUST ISN'T ALWAYS

Blank white box for writing a condition.

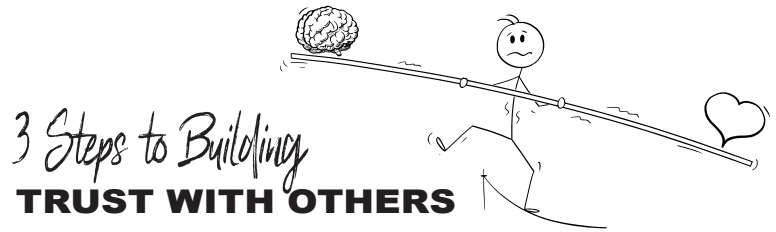
BUT IT SHOULD FEEL

Blank white box for writing a feeling.

_____ IS MONEY.

TRUST

is built in the small, everyday moments
OF HOW WE SHOW UP AND TREAT EACH OTHER.



1 TRANSPARENCY

Blank grey box for notes on transparency.

2 TACT

Blank grey box for notes on tact.

3 TOGETHERNESS

Blank grey box for notes on togetherness.