



Make the First Move

HOW TO BUILD TRUST & IGNITE A CULTURE PEOPLE LOVE

KEYNOTE 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. The best leaders make the first move. 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 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 actionable ways to build a culture of belonging in your organization



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

1 hour



SUPPORTING MATERIALS

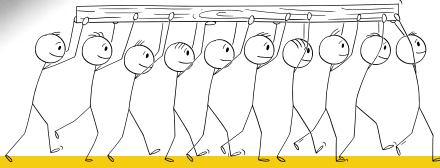
All leaders will complete a participant learning map

MAKE THE FIRST MOVE

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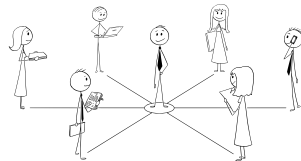
Definition
TRUST IS...



[Blank yellow box for definition]

TRUST IS YOUR BIGGEST COMPETITIVE ADVANTAGE BECAUSE...

[Blank grey box for competitive advantage]



What will erode trust in the workplace according to MIT.

[Blank grey box for workplace culture factors]

TRUST ISN'T ALWAYS

[Blank white box]

BUT IT SHOULD FEEL

[Blank white box]

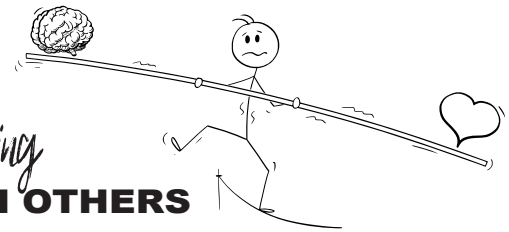
_____ IS MONEY.

TRUST

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

3 Steps to Building

TRUST WITH OTHERS



1

TRANSPARENCY

[Blank grey box for transparency]

2

TACT

[Blank grey box for tact]

3

TOGETHERNESS

[Blank grey box for togetherness]