



Building Trust in Teams

ONE MOVE AWAY: HOW TEAMS BUILD TRUST BEFORE THEY NEED IT

KEYNOTE DESCRIPTION

Trust is built in the small, everyday moments of how we show up, speak up, and respond to each other.

High-performing teams do not break because they lack talent. They break when people stop being honest, start protecting themselves, and choose silence over connection.

In this keynote, Justin Patton shows leaders and teams how to build real, behavior-based trust that makes candor normal, conflict cleaner, and accountability easier. Not through slogans, but through repeatable actions that change how people communicate when it matters.

At the heart of Justin's message is the Treeline Test™, a powerful metaphor that reframes how teams experience trust. Trust is not what you say. It is how you move when someone gets stuck.

With relatable stories, laugh-out-loud moments, and tactical behavior shifts, Justin teaches a set of practical trust moves teams can use immediately to build trust daily, reduce friction, and strengthen performance.



PROGRAM OBJECTIVES

- ✓ Use 5 everyday trust moves to make their teams tighter, braver, and more accountable
- ✓ Replace silence and assumptions with empathy and directness that actually builds connection
- ✓ Call out the 5 toxic behaviors that quietly destroy team trust
- ✓ Make daily trust deposits that drive loyalty, retention, and real connection
- ✓ Create a team culture where people feel safe to speak up, mess up, and still belong

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*

