

## BUILD AN ENVIRONMENT OF ORGANIZATIONAL TRUST

*High trust transforms individuals, relationships and organizations. Low trust destroys them.*

Trust matters. It's at the heart of leadership effectiveness. It's crucial for engagement and long-term success. In every organization, trust is related to productivity, innovation, organizational effectiveness and a variety of important employee perceptions and behaviors.

Organizational Trust is not a workshop or program in the usual sense. It is a top-down process designed to engage employees in developing a culture where mutual trust is built and encouraged. It helps senior executives and supervisors understand the nature of organizational trust, why trust is important, how trust impacts performance and offers strategies for building trust in the workplace.

### TRUST IS FUNDAMENTAL TO SUCCESS AND EFFECTIVENESS

Overcome problems with negative morale and low employee engagement by developing a culture based on Organizational Trust. At the end of the program, participants will be able to:

- Define what constitutes trust and how multiple levels of trust determine success.
- Learn why high trust organizations are more effective—why they are more adaptive and more successful at forming strategic alliances, engaging teams, managing crises, lowering litigation costs, increasing communication and improving job satisfaction.
- Discuss the five key dimensions of organizational trust—competence, openness/honesty, concern for employees, reliability and identification.
- Understand how trust is impacted both by daily operating principles and by the dynamic effects of changing environments.
- Gain insight into your organization's level of trust and evaluate areas that can be improved.
- Identify specific strategies for building trust in your workplace.

### STRONG FACILITATION DELIVERS OUTSTANDING RESULTS

**Sherwyn Morreale, PhD**, is a Professor of Communication at the University of Colorado, Colorado Springs. The nature of trust is one of her primary research areas, including organizational communication and trust building across cultures and countries. Dr. Morreale has authored or co-authored 30 book chapters and books and over 36 articles. She has worked nationally and internationally in the presentation of numerous programs on trust and organizational excellence.



**Pamela Shockley-Zalabak, PhD**, is President of Communication Consultants, Inc., and Chancellor Emerita and Professor of Communication at the University of Colorado, Colorado Springs. Her work focuses on how trust impacts organizational excellence and how trust and distrust influence global organizations working across multiple cultures with differing histories and experiences. Author of 8 books and over 100 publications, she has worked on trust building with more than 50 large organizations.



### PROGRAM OPTIONS

Organizational Trust is available as an In-house program, conducted on-site and designed to meet specific organizational objectives. A commitment from senior leadership is essential to success. An initial two-day Executive session provides an understanding of what influences trust, reveals how to build/rebuild trust when it has been lost and seeks to gain buy-in and support from executive leadership. Subsequent workshop sessions include key managers, followed by all stakeholders to implement a customized action plan for building trust throughout the organization. Contact us to discuss how you can apply the Organizational Trust Model for greater success in your organization.

