

## 4 hour Workshop: Improve Trust and Transparency

We have a faltering economy, and most organizations need top performance from their workforce to survive. Yet some of the draconian actions needed to remain alive destroy the hard-earned trust within organizations, which greatly reduces productivity. If this rings true for your situation, you will profoundly benefit from attending this seminar.

Join Bob Whipple – MBA CPLP for an entertaining and enlightening half-day program that shows a clear pathway for enhancing trust and transparency in organizations. This session will be interactive, and it will reveal some wonderful opportunities to turning a corner on the malaise that has brought our country and many organizations to the brink of disaster.

Bob Whipple is known internationally as “The Trust Ambassador.” He has written three books on the topic of building and maintaining trust in organizations. He has been named by Leadership Excellence Magazine as one of the top 20 thought leaders in the country on the subject of Leadership Development, and by Trust Across America as one of the top 100 thought leaders on trustworthy business behavior.

In this workshop we will explore:

- Why trust is the critical issue facing most organizations
- How to maintain trust, even when draconian things must be done
- Local and national case examples of poor transparency leading to loss of trust
- The relationship between trust, ethics, and morality
- A model for how to build higher trust that works in today’s environment - practice using the model
- The impact of technological trends on the nature of trust
- The relationship between trust, respect, and fear
- The ratchet effect along with a physical model of the trust barometer



Participants will benefit from this program through a crystal clear view of the importance of trust and an understanding of why it has declined. They will share their own personal observations about the nature of trust. They will recognize how the situation of low trust is not hopeless – there are pragmatic actions, even in the most challenging times, that place leaders on a path to higher trust and transparency. Participants will leave with three key actions they can take immediately that will begin a transformation in their organization, regardless of their current position in that organization.

Please join Bob for a workshop you will long remember as entertaining, highly informative, and critically insightful.

See program promo graphic, next page...

**Leadership !**

**Trust &**



**Transparency**

# Curriculum Vitae

## Robert T. Whipple

Robert Whipple is CEO of Leadergrow Incorporated, an organization dedicated to development of leaders. He speaks on leadership topics and the development of trust in numerous venues across the country. He also teaches leadership and business classes at several universities. As a leadership coach and business consultant, he works with individual clients as well as large organizations such as government agencies, corporations, and The Rochester Business Alliance. A highly successful leader at Eastman Kodak Company for over 30 years, Mr. Whipple accomplished revolutionary change while leading a division of over 2000 people through the application of outstanding “people” skills.



Mr. Whipple is a student of the leadership process and has developed unique approaches to achieving excellent results through full engagement of people. He is author of three leadership books:

- *The Trust Factor: Advanced Leadership for Professionals* (2003),
- *Understanding E-Body Language: Building Trust Online* (2006), and
- *Leading with Trust is Like Sailing Downwind* (2009)

His ability to communicate pragmatic approaches to building Trust in an entertaining and motivational format has won him top ranking wherever he speaks. Audiences relate to his material enthusiastically because it is simple, yet profound. His work has earned him the popular title of “**The TRUST Ambassador.**” The Trust Across America organization has named Mr. Whipple one of the top 100 Thought Leaders on Trustworthy Business Behavior.

Mr. Whipple has been published in several Leadership and Training journals including *Leadership Excellence Magazine*, *HR Magazine*, and *T+D Training + Development Journal*. He is a frequent contributor to *The Rochester Business Journal* and is an active blogger. He was named one of the top 50 thought leaders in the country on the topic of leadership development by *Leadership Excellence Magazine*. His articles and other information about Leadergrow can be downloaded from the corporate website, [www.leadergrow.com](http://www.leadergrow.com). Mr. Whipple also publishes articles on Trust and Leadership through the Evan Carmichael Motivation & Strategies for Entrepreneurs and is currently the #1 rated leadership author with over 290 published articles in the system. Whipple is listed on "Speakerwiki" as an "All Star" rated international speaker and holds a credibility rating as a speaker in the top 2% of over 5000 professional speakers in the system. He is currently the #1 rated speaker on Trust and Transparency.

Mr. Whipple holds a Bachelors Degree in Mechanical Engineering from Union College, a Masters Degree in Chemical Engineering from Syracuse University, and a Masters of Business Administration from The Simon School at The University of Rochester. He is a Management Quality “Blackbelt” from Eastman Kodak and a Certified Professional in Learning and Performance (CPLP) from the American Society for Training and Development (recertified in 2011).

He is the past Chair of the National Leadership Development Team of the American Society for Training and Development (ASTD). He is past president of the local chapter of ASTD and served on the National Advisors for Chapters Team for ASTD. He is a founding member of the OD SIG in Rochester. He is also a member of the Rochester Professional Consultants Network (RPCN), National Human Resource Association (NHRA), and The Society for Human Resource Management (SHRM). He has done volunteer work through SCORE and the United Way. Mr. Whipple is a member of the Rochester Business Alliance and a member of the Small Business Council. He is also a member of the National Speakers Association and is Treasurer of the New York Chapter of NSA. He is a certified Vistage Speaker and a member of The Global Speakers Federation.

Bob lives with his wife, Kay, in Hilton, New York, a small town outside of Rochester where he has a “gentleman’s farm.” He enjoys doing yard work, stained glass art, and woodworking.

Favorite quote: “The highest calling for any leader is to grow other leaders.”

