

## Keynote

### **Improving Trust and Transparency, Even in Difficult Times**

The incredible decline of our society has its roots in poor leadership. We need to grow more effective leaders at all levels to begin regaining the losses of the past few years. The heart of the leadership problem is easy to see in the decline of trust and transparency within most organizations, yet some groups have been able to buck this trend.

Join Bob Whipple, MBA CPLP for an entertaining and enlightening 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 nationally 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 100 thought leaders in the country on the subject of Leadership Development.

In this meeting we will explore:

- Why trust is the critical issue facing most organizations
- The need 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
- The impact of technological trends on the nature of trust
- The relationship between trust and fear

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 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 program you will long remember as entertaining, highly informative, and critically insightful.

See promo cover next page...

**Leadership !**

**Trust &**



**Transparency**