

## 8 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 full-day program that shows a clear pathway for enhancing trust and transparency in organizations, even in the tough times. 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 program 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 international case examples of poor transparency leading to loss of trust
- The relationship between trust, ethics, and morality
- Two models for how to build higher trust that work in today’s environment
- The impact of technological trends on the nature of trust
- The relationship between trust and fear
- The trust barometer and how the dynamic works
- The relationship between transparency and respect

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

See graphic promo on next page...

**Leadership !**

**Trust &**



**Transparency**