

**Keynote: Trust in Transition**  
**By Bob Whipple, "The Trust Ambassador"**

Nearly all organizations (large and small) go through some kind of restructuring effort every few years. Often, these changes take the form of mergers and acquisitions, but even smaller restructurings can be incredibly disruptive. In most cases these efforts to improve the bottom line have such a negative impact on morale and productivity, they leave the entity in grave danger. If this rings true for your situation, you will profoundly benefit from this program.

Join Bob Whipple – MBA, CPLP for an entertaining and enlightening program that identifies the root cause of problems with restructurings and offers many solutions. This session will be interactive, and it will reveal some wonderful opportunities to turn a corner on the malaise that has brought 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 meeting we will explore:

- Why trust is often destroyed in restructurings and how this can be prevented.
- Why top management usually over values the benefits and grossly underestimates the costs.
- A model on how to improve the process to provide equal energy to culture issues and financial issues.
- Seven ways management can improve the results of a transition.
- Each participant will be given a laminated card with ideas that can be used immediately to improve the effectiveness of a restructuring effort.
- Access to a free online assessment to determine if an organization is making preliminary mistakes in making a change.



Participants will benefit from this program through a crystal clear view of the mistakes that result in a high mortality rate for transitions along with the antidotes. They will recognize how the situation is not hopeless – there are pragmatic actions, even in the most challenging times, that place leaders on a path to higher trust and transparency.