

Keynote: 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 this program.

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 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 the critical issue facing most organizations
- How to maintain trust, even when draconian things must be done
- Recent data on the level of trust in our society and around the world
- The contrast of high and low trust on nine dimensions not often considered
- A model for how to build higher trust that works in today’s environment - a laminated 4X6 card of the Trust Model will be supplied to each person
- The impact of technological trends on the nature of trust



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...

The
TRUST
Ambassador

Leadership !

Trust &



Transparency