



**1<sup>st</sup> Annual Empowerment Conference**  
*Building Trust for Our Shared Future*  
 Monday, June 4<sup>th</sup> 2018

**Keynote: “Building Trust with Transparency”**

**Bob Whipple, MBA, CPLP**



Bob Whipple, “The Trust Ambassador,” is CEO of Leadergrow Inc., an organization dedicated to growing leaders. He is an international speaker on the topics of trust and ethics. He is a member of the National Speaking Association and is a certified Vistage Speaker. He has produced four books, over 600 articles, and over 100 videos on various topics of trust and leadership. Bob was awarded the Trust Across America Top Thought Leader in Trust, Lifetime Achievement Award, and been named by Inc. Magazine as a Top 100 Leadership Speaker for the past three years. [www.leadergrow.com](http://www.leadergrow.com).

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 engage people and improve productivity.

**Session Summary:**

It is an increasingly competitive world, and most organizations need top performance from their workforce to survive. Yet some of the draconian actions needed to remain viable 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. Remember: We are the change that we seek!

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
- The contrast of high and low trust on nine dimensions not often considered
- A model for how to build higher trust including the “Ratchet Effect”
- How the issue of accountability impacts trust

**Learning Objectives:**

- Develop a clear view of the importance of trust
- Understand how to achieve it through building transparency
- Develop skills to recognize how the situation of low trust is not hopeless
- Learn pragmatic actions needed to build higher trust and transparency

Field of Study:	Ethics			
CPE Credits:	1.5 hours (75 minutes)			
Program Level:	Overview			
Prerequisites:	None			
Advance Preparation:	None			