

TRUSTED



TO

LEAD™

TRUSTED to LEAD

Why a Trusted to Lead Program?

Great Leadership is Built on Trust

All high performance organizations, teams, and alliances are built on a foundation of trust. Virtually every teamwork authority explains how important trust is in producing great results.

Trust's been the Fuzzy Backwater

But the academic experts and seasoned practitioners then elaborate with overly simplistic words of advice that are misleading at best. You've heard it before:

"Trust but verify." "Trust must be earned." "Build an escape clause." "Speak softly but carry a big stick." "Be ever vigilant." "Don't trust, just be sure you have a great lawyer and a tight contract"

These are all platitudes: virtually useless in creating sustainable trust. And often the advice is contradictory, irrelevant, inapplicable, or downright inappropriate, irritating, and counter-productive.

Trust has remained so "fuzzy," it has been largely an elusive phenomenon, too "to soft" to be taught in business schools or leadership courses.

Our Breakthrough Approach

We have changed all that. Our "Architecture of Trust" is based on hard science, economic analysis, and careful "best practice" codification which enables trust to be systematically implemented in a very manageable, replicable, and sustainable function that can be taught to executives, technical people, and staff to produce consistent results.



What Value Can I Expect?

As a result of years of experience building successful strategic alliances, combined with research at Harvard on brain science, and extensive benchmark studies, we have taken the "soft" out of trust, with a rigorous, results-based, scientifically-sound methodology that's receives rave reviews from senior execs.



Who Will I be Working with & Learning from?

Robert Porter Lynch has been in the vanguard of thought leadership in the field of alliances, collaborative innovation, and trust building. He is an expert professional with an extensive world-wide track-record.

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Great Trust Advantage:

Our analysis based on over 5000 analyses show that an organization that enables high levels of trust will have at least a 25% competitive advantage over those with low trust.

The Economics of Trust:

High trust has massive economic impact, because it dramatically lowers non-value added work, enables high levels of speed, integration, and productivity. But most importantly, high trust costs almost nothing, therefore the return on investment is massive.

Based on a Powerful Behavioral Model:

Our approach is based on a revolutionary breakthrough in understanding the brain science of human behavior, enabling leaders to maximize team performance. This new approach is easy to understand and put into operation. This highly functional strategy is the E=mc² of human behavior. By using a behavioral model for trust, we simultaneously make a significant inroad into the prevention of leaders being trapped in false beliefs about what truly unleashes human energy.

Tools to Generate A Better Way from the Start:

Virtually every person who has written about trust in the past starts with a dictionary definition of trust which centers on three factors: safety, security, & predictability. This is where people get stuck with a too-low-level of thinking, thus creating a limiting paradigm that blocks their careful observation of the nuances and extraordinary possibilities of trust. We have developed several easy to use tools that enable leaders to get a quick assessment of the trust situation, and easy means to shift to a positive trust paradigm. Leaders find these tools nothing less than inspiring.



Accelerating Innovation and Productivity:

Across the board executives too often discover their well-intended efforts to launch innovation initiatives are met with resistance, and failure. Most have no understanding that resistance to change is caused by lack of trust. We show exactly how to use trust to generate high levels innovation and productivity, and reduce resistance to change.

Supercharging Team Building and Empowering Employees:

Teams thrive on trust and wither when trust erodes. Great leaders understand that the reasons most employees leave an organization because trust has become depleted.

AGENDA

1. IMPORTANCE OF TRUST

Problems & Pervasiveness of Trust
Trust in a Fast Changing World

➤ Workgroup Action Plan

2. TRUST IMPACT ANALYSIS

Importance of Trust
Economics of Trust

➤ Workgroup Action Plan

3. CAUSES OF DISTRUST

How the Brain Reacts to Fear
Trust and Human Nature

➤ Workgroup Action Plan

4. SYSTEM OF TRUST – TRUST BY DESIGN

Ladder of Trust
Building Trust – Operating Principles
How to Hire & Promote

➤ Workgroup Action Plan

5. APPLICATIONS OF TRUST ARCHITECTURE

Choosing the High Trust Team
Co-Creative Negotiations
Collaborative Innovation
Alliances & Acquisitions

➤ Workgroup Action Plan

6. OBSTACLES

Beware the Untrustworthy
How to Deal with the Untrustworthy

➤ Workgroup Action Plan

7. LEADING WITH TRUST

Championing the Cause
Shifting the Organization

➤ Workgroup Action Plan

8. BUILDING THE HIGH PERFORMANCE TEAM

Critical Key Factors for Success
Impact, Productivity, and Innovation

➤ Workgroup Action Plan



DID YOU KNOW?

Just a 10% increase in trust increases an employee's sense of well-being to a level equivalent to a 40% pay increase.

Available in Three Formats

- 1 Day
- 1 ½ Day
- 2 Day



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You Will Learn:



This is a hands-on, interactive workshop where you can address real issues you and your team are dealing with now!

- The Economics of Trust: a powerful and simple cost/benefit analysis
- Why values, & ethics statements have limited effect in building trust
- How legal agreements and traditional negotiations drive distrust
- Leverage the four driving forces of human behavior, making trust a natural act
- Detect and correct number one (and most frequent) cause of distrust
- Seven types of distrust and how to prevent them
- Seven types of trust, and how to create and build on them
- Use three high impact engagement tools to build strong trust
- Using trust to drive innovation and collaboration
- How to work with your legal staff to limit and potentially prevent trust breakdowns
- Early warning signs that signal a trust breakdown is ready to happen
- Identifying and neutralizing the untrustworthy at the earliest stage of interaction
- What the HR staff must do to accelerate trust building
- Three things all great leaders must do well
- Bonus: Twelve Most Effective Actions to Create Trust

“Exhilarating and Inspiring! This is the next breakthrough in trust and human relationships.

The “Architecture of Trust“ is a Grand Unifying Principle that makes sense of lots of seemingly disparate phenomenon and ideas.”

– Tom Halle, Hitachi

What Benefits Can I Expect?

During this Workshop you will:

- Discover the Economic Costs of Distrust and the real value of Trust
- Understand how Four Forces Drive All Human Behavior, and how these forces can either destroy or build trust
- Identify the Primary Causes Of Distrust, and the Seven Typical Trust “Busters” that can be prevented or eliminated
- Become attuned to Why Mission Statements, Values, & Ethics have a Limited Impact on building trust, and instead what is highly effective
- Be able to Recognize People that will either be highly capable of sustaining trust, or will destroy it time and again
- Engage the Legal Team in a way that, instead of destroying trust, will enhance your trust building and alliance capability
- Learn the Early Warning Signals that will enable you to foresee trust problems before they escalate and specific intervention methods to rebuild Trust.
- Apply the Twelve Actions that reliably Build Trust
- Accelerate the Speed of Innovation of that can be produced by trust



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Why Should I Use a Workshop Approach?

When making a decision about how to improve team performance, any ardent follower of winning sports teams knows that behind great stars invariably there is a great coach. Often great coaches take losing teams to the top of their game in only one season.

How can you inject the impact of a great coach into your alliance team quickly, economically, and with the expectation of great results in rapid order? The answer is coaching through a two-fold strategy:

First, reveal which best practices produce dramatic improvements.

Second, avoid the biggest mistake in learning: *knowledge brings results*. Studies show that simply having individuals attain knowledge does *not* improve results. Results come when teams apply their learnings together, immediately upon their joint learning.

Using these two strategies is why our workshops are so successful.



About your Workshop Leader

Thought Leader & Instructor

Robert Porter Lynch has been recognized as one of the top authorities in Strategic Alliances, Collaborative Leadership, and Trust Building. Over 40,000 executives and managers have attended his programs and workshops worldwide.

He has consulted widely for scores of major companies in the high tech, communications, pharmaceutical, natural resources, financial services, healthcare and consumer products industries, among others. He's also assisted numerous smaller business, private-public partnerships, and government agencies.

Robert is Founding Chairman of the Collaborative Leadership Institute., and the Association of Strategic Alliance Professionals. He teaches in several universities internationally.



What can I expect?

Participants develop their own strategies & techniques that they can begin applying immediately into their organization.

Learnings will be offered through case examples, interactive sharing of ideas, and practical project development sessions.



What's Unique?

For the first time we are presenting a workshop that integrates scientific studies with the wisdom of the best practices, along with operational strategies and fundamentals of human behavior a holistic, unified, easy-to-use architecture that will culminate in a revelation that will show you:

- What really causes humans to act the way they do
- The best leadership methods that will produce highest performance
- What causes people to distrust, fight, and destroy each other
- How trust is actually hard-wired into the brain's DNA and how to access it quickly
- How to build a world of trust and avoid the traps of guile and manipulation
- How to align teams on a common goal
- How to create synergy and unleash innovation
- How to spot the untrustworthy and limit any damage they might do

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Who should Attend?

This workshop program is designed for upper and middle management who are seeking to increase alignment, teamwork, collaborative innovation, better coordination, joint problem solving, communications across boundaries, and higher levels of human energy. It has been extremely valuable to:

- Senior Executives and Boards of Directors
- Team, Project, and Organizational Leaders
- Strategic Alliance, Merger & Acquisition Professionals
- Procurement and Supply Chain Professionals
- Licensing, Negotiations and Contract Managers
- Human Resource Professionals
- Mediators and Peace Makers
- Scientific Collaborative Researcher Teams
- Cross-boundary Innovation Teams



What others have said about this workshop

“An extraordinary experience. Your approach to trust is one of the most insightful and empowering experiences of my business career. I’ve used your method extensively and can say without reservation that the Architecture of Trust has profoundly changed the way I do business hugely important and very powerful.”

–Ninon Prozonic, Vice President, Connect America

“You had great impact!.... both educational and inspiring.”

– Pat Garcia, Director, Sanofi-Aventis

“Invaluable in seeing how building trust contributes to achieving our top organizational priorities: Profit/ROI, Competitive Advantage, and Innovation.”

– Kim Castagnetta, Director ,Richoh



“Very applicable...critical to the future success of our company....Great way to articulate how we should shape our company’s future.....can’t wait to share this with my executive teams, peers, and staffvery insightful, inspiring, and valuable.”

– Chad Compton, Director, Xerox

“...the missing code on trust...truly exceptional.”

– Paul G. Stoltz, Ph.D. Author: *Adversity Advantage* and *Adversity Quotient* , CEO, PEAK Learning, Inc.

“Robert Porter Lynch may be one of the best trust thinkers today.”

– Charles H. Green, Author: *The Trusted Advisor*

“Thank you for your passion and wisdom by faithfully speaking the truth to business! These messages are critical at such a time as this!!”

-- Michael Allen, CEO, Ventura Mfg.



WHY?

Leadership is the Most Critical Factor in Producing Results

Of all the factors that influence outcomes, leadership stands at the pinnacle; no other factor provides the leverage and nexus to have such an impact and make a difference in success or failure, or cooperation or conflict.

Today's world is changing at a bewildering pace. In no other period in the history of human events (with the exception of wartime) have we encountered so much change so fast, with so much inter-connectivity.

This makes leadership even more vital today – times of change can become chaotic and regressive when poor leadership prevails, and, alternatively, enlightening and progressive in the presence of inspiring leaders.

Collaborative Leadership is Essential

In today's inter-connected world, fully 85% of all employees are working in teams, cross-boundary relationships, or strategic alliances.

Thus, for today's organizations, Collaborative Leadership is an essential configuration. Other forms of leadership, when applied to complexity, change, and connectedness are, for the most part, misguided, dysfunctional, or obsolete. Adversarial, Transactional, and Hierarchical Leadership approaches are simply not effective in much of today's world, simply because these neither take advantage of the power of teamwork to produce quality results and nor engage collaborative innovation necessary for rapid adaptation.

For all-too-many leaders, the constructs of leadership are ill-defined, ambiguous, and muddled, which produce poor, or even counter-productive, results.

Our Competitive Advantage

Leadership is too important to leave it to chance. Our team has been developing Collaborative Leaders for years. We have learned that most every leader can improve their capabilities with the right approach.

Our approach stands above most leadership development programs in a number of ways, including:

- Your Instructors are a Paired Team consisting of :
 - ✓ one authoritative Thought Leader who has written extensively on a subject, and
 - ✓ one highly experienced Senior Executive with a richness of applications
- We teach leadership as a "system" consisting of tested Best Practices that impact:
 - ✓ Strategy, Competitive Advantage, and Value Maximization
 - ✓ Culture, Trust, Teamwork and Character of the whole organization
 - ✓ Operational Excellence and the ability to produce highly coordinated results
 - ✓ Dynamic Adaptation and Innovation to readjust and get in front of Change