

Board & SLT Brief

How to empower your teams to become a higher trust, higher performance organisation

"Global Chairs and CEOs of highly trusted organisations found this understanding of trust and TrustLogic® valuable enough to implement firm-wide. We're confident you will too."

Stefan Grafe
CEO and TrustLogic® developer

Like most of your clients, you've set KPIs—Net Promoter Score, Loyalty, People Engagement, Reputation—alongside financial measures.

Nothing wrong with that. But you know the reality: most teams struggle to do anything practical with NPS analytics. And once easy operational fixes are done, improving scores beyond competition becomes genuinely difficult. You'd also agree trust is critical—as asset, insurance, license to operate, for growth and financial performance. You talk about it.

The gap? Boards and SLTs often don't know how their KPIs and trust are connected.

We bridge that gap. Data-based, scientifically sound, practically proven—with cases and examples that delivered real impact, from brand strategy to sales conversations.

Our sessions are led by Executive Chairman Shane Woodhouse and CEO Stefan Grafe (TrustLogic® developer).

Worth exploring? Contact [Shane Woodhouse](#).



Why TrustLogic® works:

It's scientifically proven—but more importantly, practically proven. It directly drives your KPIs. It's measurable. And teams immediately grasp it and love using it, because it's simply how their own trust works, too.

The more stakeholders trust you, the more they invest, recommend, buy, stay loyal, and advocate for you.



Trust—and TrustLogic®—drives the vast majority of your Key Performance Indicators. If you want to improve, more trust is the key.

Format:

15 min presentation, 15 min Q&A and customised examples for your organisation

Investment: 30 minutes. No financial cost.

20 years connecting boards and Senior Leadership Teams more closely with their stakeholders and achieving measurable outcomes

Board and SLT Alignment workshop

Trust alignment between board and CEO/SLT in critical transformations.

While helping the CEO of a major investment fund maximise trust to win a transformative deal, we discussed trust's role in investment decisions.

The short of it: **"The numbers are easily determined. But it's trust in the board and management team that determines the ultimate decision."**

That's why board members and senior leadership teams work with us—separately or together—to define and align on their trust. What they need and want to be trusted for, internally and externally, especially during critical phases:

- New Board Members
- New CEO and/or Leadership Team
- Major M&A
- Restructures & Transformation

If you can define your trust, you can build it effectively. TrustLogic® provides the scientifically and practically proven understanding to achieve your results with less effort and greater certainty.

One clients called TrustLogic® the docking stations with their stakeholders.

Our workshop enables you to define:

- What you need and want to be trusted for to succeed
- Your trust expectations of each other
- Roles and responsibilities in fulfilling that trust
- Implementation & measures

The result? Alignment, practical trust-building power, and speed in achieving your objectives.

What are your board and SLT priorities?

Discuss with [Shane Woodhouse](#), Executive Chair.



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