

# Training and Coaching Critical Trust Skills for Leaders

Individual Coaching  
Rapid-Change Leadership Program

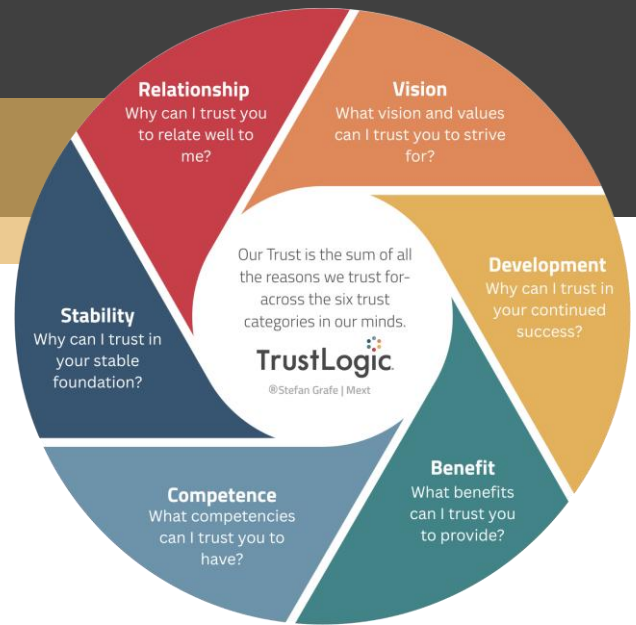
Building and managing trust is a critical skill for every leader.

Understand how trust forms and your audience's trust needs and desires. Discover all the great trust equity you never thought you had. Become a confident and precise trust-builder and manager with all stakeholders – in any situation.

### And..... action.

TrustLogic® is our mind's evolutionary logic of trust. We don't just trust. We trust for specific reasons, and we assess them in six clear categories of trust. **In this workshop you will discover how much more trustworthy you can be and know how to build and manage it.**

**By thinking of the trust categories as Six Buckets of Trust®, you will prioritise and fill them powerfully with any audience in any situation.**



## Develop your unique trust image. Build more trust with anyone and manage it.

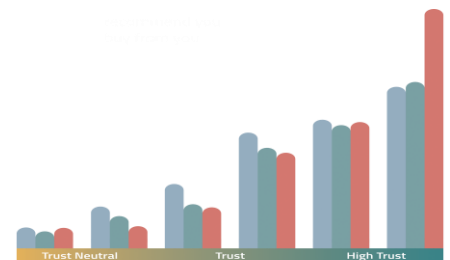
- Any leader who wants to transform trust-building into a professional skill
- 90 min kick start + 4x60 min application
- Attendees: 1
- Online or on-location
- Once you know the logic of trust and understand all the great reasons that would make you more trustworthy, it's just a matter of practice and experiencing the effect. You will be able to build the right trust in the right situation purposefully for your audience's and your own benefit. You will be able to guide your team to build more trust with their stakeholders.

Session 1: The Trust Effect. TrustLogic®. Discover your trust equity.  
 Session 2: Stakeholder group 1: Prioritise Trust Buckets® and fill them.  
 Session 3: Stakeholder group 2: Prioritise Trust Buckets® and fill them.  
 Session 4: Stakeholder group 3: Prioritise Trust Buckets® and fill them.  
 Session 5: Consolidate the learnings, your trust equity and solutions. Plan.

● US\$ 4,000 Euro 4,000 GBP 3,000 A\$ 6,000

Included:  
 Post-workshop mini-Playbook with your Trust Reasons and solutions  
 Embedding: TrustLogic® Book. Access to the one-hour TrustLogic® Video for refresh.

Colleagues, customers, partners, public, regulators, investors. With every point more trust your performance doubles.



*"We talk about trust, but never really spend time on it. It was very valuable to understand the logic of trust, the benefits for everyone and to discover all my trust aspects I never thought of. The implementation in messaging and actions is very intuitive. Now I can also guide the team in doing it."*

Deputy CEO, Multi-national retailer