



The Trifecta of TrustTM Microlearning Session

A Proven Formula for Building Trust

Benefits of Trusting Organizations:



40%
Increased
Employee
Engagement



66%
Increased
Customer
Satisfaction



50%
Decreased
Employee
Turnover

Research collected from millions of raters and over a hundred thousand global leaders reveals the measurable disparities of perceived trust and the three leadership behaviors that bridge this critical trust gap.

The Trifecta of Trust Microlearning Session

For individuals and leaders at all levels who want to strengthen the trust others have in them. This session will dive into the dynamics of trust in the workplace. You'll gain insights and create a personalized plan to build stronger, trust-based relationships.

The Fundamentals

Our extensive research shows that out of hundreds of behaviors that influence trust, only three can account for the vast difference in the impact of individuals with high levels of trust and those not trusted at all. They are:

- Relationships
- Expertise/Judgment
- Consistency/Integrity and Honesty

These three pillars support the foundation of trust regardless of culture, industry, race, or gender.

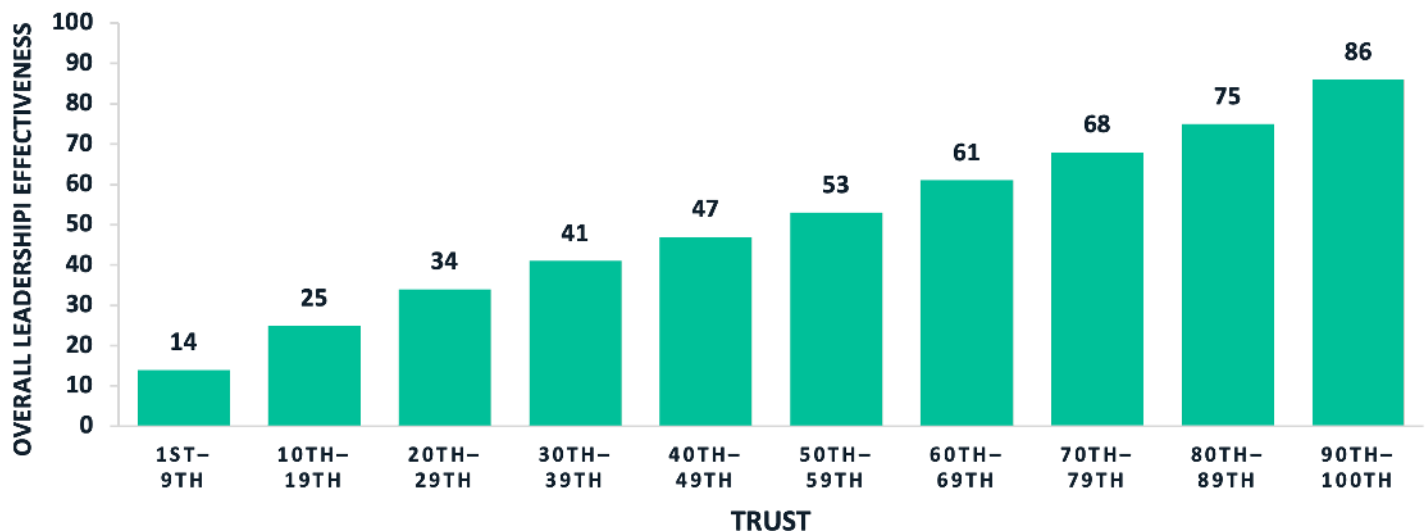
The Development Experience

The *Trifecta of Trust* Microlearning Session development experience includes:

***Trifecta of Trust* Self-Assessment** – Helps you understand your preference for the three *Trifecta of Trust* dimensions.

Development Guide and Plan – Assists you in identifying the most impactful development targets to improve trust. Leveraging Zenger Folkman's cross-training research, you are guided to cultivate behaviors that support your trust-building goals.

IMPACT OF TRUST



“Leaders can be driven, agile, strategic, and expert in their field, but without trust, it won’t count for anything. The data shows that trust is the one leadership behavior that can positively or negatively affect everything else you do.” – Joe Folkman

Deliverables:

- *The Trifecta of Trust* Self-Assessment and Report
- *The Trifecta of Trust* Development Guide
- Zenger Folkman Resource insights to support developing trust
- *Optional*—Book: *The Trifecta of Trust* by Joe Folkman



FLEXIBLE FORMATS

Available in the following standard in-person or online format:

- 2-hour Microlearning Session

Development Experience may be tailored to fit your organization’s needs.



DELIVERY OPTIONS

May be delivered by Zenger Folkman’s facilitators and coaches or by certified internal resources



CERTIFICATION

Certification options available.