



The Trifecta of TrustTM Leadership Trust

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 Leadership Trust Program

This program is tailored for those wanting to build stronger, more trusting relationships. The session will help you navigate the nuances of trust in the workplace. You'll leave with actionable strategies to increase the trust others place in you.

The Fundamentals

Our extensive research shows that out of hundreds of behaviors that influence trust, only three differentiate the most trusted leaders. 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 cornerstone of our program is the Trifecta of Trust 360 Assessment, a comprehensive tool designed to capture anonymous feedback from managers, peers, and direct reports.

Trifecta of Trust 360 Assessment – A streamlined, data-driven approach to gather valuable insights on your current trust levels from colleagues at all levels.

Development Guide and Plan – This guide 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:

- *Trifecta of Trust 360 Assessment and Report*
- *Leadership Trust Participant 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 formats in-person or online:

- Half-Day Development Planning Session
- 1:1 Assessment Debrief

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.