



# The Trifecta of Trust™ Team Trust

A Proven Formula for Building Trust in Teams

## Benefits of Trusting Teams:



**71%**  
Increased  
Employee  
Engagement



**51%**  
Increased  
Discretionary  
Effort



**35%**  
Increased  
Year-to-Year  
Sales



**62%**  
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 team trust behaviors that bridge this critical trust gap.

### The Fundamentals

Our extensive research shows that, among hundreds of behaviors that influence trust, only three drive the major differences between high-trust teams and low-trust teams. They are:

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

These three dimensions support the foundation of team trust regardless of culture, industry, race, or gender. High trust in teams promotes a sense of belonging, empowers psychological safety, and enables people to do their best work.

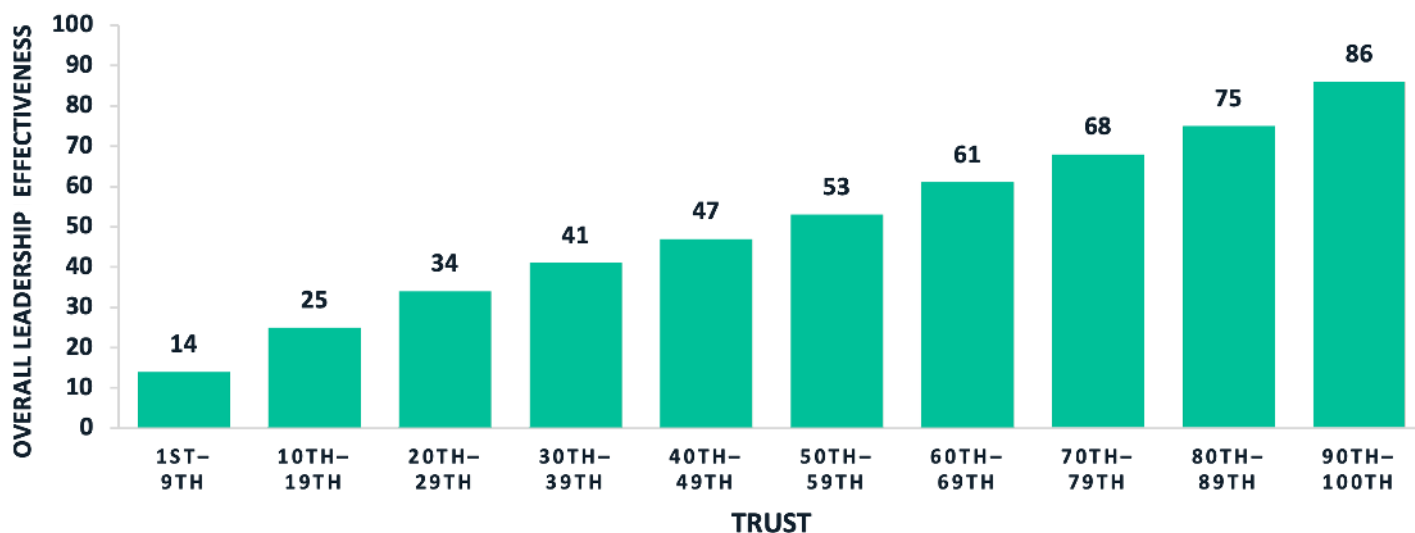
### Understanding Team Trust

This development experience is designed to help team leaders and team members understand the dynamics of trust and develop actionable plans to improve trust within their teams.

**Team Trust Assessment**—this tool measures the level of trust in the team, focusing on *The Trifecta of Trust* dimensions and employee engagement.

**Development Guide and Plan**—this guide assists teams in identifying the most impactful development targets to improve trust. Leveraging Zenger Folkman's cross-training research, teams are guided to cultivate behaviors that support their team's trust-building goals.

# IMPACT OF TRUST



Trust is the invisible force that transforms a group of individuals into a cohesive unit capable of achieving extraordinary results together.

## Deliverables:

- *Team Trust Assessment* for entire team
- *Team Trust Participant Guide* for entire Team
- *Team Trust Feedback Report*
- *Team Trust Debrief Guide* for Team Leader
- Zenger Folkman resource insights to support developing trust
- *Optional*—Book: *The Trifecta of Trust* by Joe Folkman



## FLEXIBLE FORMATS

Available in-person or online:

- 1-on-1 Assessment Coaching/Debrief for Team Leaders and a Half-Day Development Session for Intact Teams

Development Experience may be tailored to fit the team's specific needs.



## DELIVERY OPTIONS

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



## CERTIFICATION

Certification options available.