



# TRUST Keynotes and Breakout Sessions for SHRM Chapters and Conferences

By Yoram Solomon, PhD

## Overview

The following is a list of HR-related keynotes and breakout sessions offered in 2023. The keynotes address **"big" HR issues** rather than the specific skills and tools given in focused breakout sessions; they are inspiring and help conference attendees "open their minds" to the sessions that follow; they are controversial and counter-intuitive at times and will challenge current thinking, and finally make conference attendees think about them long after the keynote (and conference) are over. The keynotes typically address the **WHY** and the **WHAT** of a topic.

The breakout sessions, on the other hand, are more tactical and offer "how-to" guides and tools to help achieve specific goals. Breakout sessions typically address the **HOW** of the topic.

Many of the proposed topics were given in previous HR-related (SHRM and otherwise) conferences and events, while some are new in 2023 and marked as such.

Often, in the past, a combination of a keynote and a breakout session was offered in a conference, in which the keynote offered inspiration at the beginning of the conference, while the breakout session offered a deeper dive and tools to complement the keynote. The programs listed here can be (and have been) offered virtually, as well.

Many of those sessions were also recorded as podcast episodes or articles and are identified as such.



**Additional programs, including workshops (from ½ day to 3 days) made especially for SHRM chapter and HR departments can be found here: <https://www.trusthabits.com/shrm>**

## [KEYNOTE] May TRUST be with You! What is Trust, and how do you become trusted?

### Description

Trust is the foundation for every relationship, personal and professional. Trust makes companies succeed, and distrust makes them fail. In one of his surveys, 16-time author Dr. Solomon found that trustworthiness was the most important quality for people in others more than 61% of the time, more than the next four qualities combined. But trust is not what you think it is. In this keynote, he will show how trust affects everything, provide a new definition for trust and demonstrate that trust is relative through the 8 laws of trust. You will see that the same behavior that would cause one person to trust you could cause another person to distrust you. Through the 6 components of his relative trust model (**who you are** and **what you do**), he will explain how people decide if they can trust you and how you can make better decisions on whether you can trust them.



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The keynote is very engaging and fast-paced, and using the 8-laws of trust, personal stories, and participant engagement, he delivers the takeaways listed below. This keynote was delivered (at varying depths) over 45 to 90 minutes and to audiences from 13 to over 9,000+.

### **Learning Objectives/Takeaways**

- Participants will get a new and unique perspective on what TRUST really is (and it's not what they thought it was)
- Understanding that trust is relative, and the same behavior that would cause one person to trust you could cause another person to trust you
- Participants will realize that building trust starts with building their own trustworthiness
- Understanding how people decide whether to trust you and how you can make better-informed decisions of whether you can trust them or not.

## [KEYNOTE] **How Can We Make Them Trust HR?**

NEW

### **Description**

A 2018 survey of 11,894 employees indicated that 70% don't trust HR. Given that the HR department is perfectly positioned and qualified to build trust in the organization, and that the HR professional is the person with whom employees need to feel comfortable sharing their most pressing, urgent, and personal issues that are often directly related to their livelihood, this is unacceptable. But why does it happen? You, the HR professional, are caught between a rock and a hard place. As much as you must protect and help the employees with their HR-related issues, you must also protect the company from HR-related litigation (The U.S. spends more than \$7 billion annually on employment litigation). To do both well, you must be trusted by **both** the company's management and the employees. Is that even possible? Using his extensive research of trust, Dr. Yoram Solomon will apply his 8 laws of trust and 6 components of his relative trustworthiness model to show you how it can be done.

### **Learning Objectives/Takeaways**

- Understand how people in organizations decide whether to trust others through the 8 laws of trust and 6 components of the relative trust model
- Gain tools to assess their trustworthiness
- Based on that understanding, analyze why organizations don't trust the HR department
- Learn actions and form habits that could help them be more trusted by the organization while doing their job

## [KEYNOTE] **Why HR is Perfectly Positioned to Build TRUST in the Organization**

### **Description**

The benefits of a high-trust organization are tremendous: employees are 74% less stressed, 40% less burnt out, take 13% fewer sick days, and at the same time are 106% more energized, 76% more engaged, experience 60% more joy at work, 56% higher job satisfaction, and are 50% more likely to stay with the company at least one more year. Those all fall within the interests and focus of the HR professional. But how do you build trust? Building trust starts with employees forming new habits that change behaviors, build their trustworthiness, trust in others, and transform the organization. This keynote will explain the process but will also emphasize why HR professionals are in the best position to help employees form those habits: they are trained, experienced, and passionate about human skills and organizational culture; they are internal to the organization and therefore know the people, the culture, and the dynamics; and they are already there to serve as accountability partners, a critical part in helping others form habits.



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### **Learning Objectives/Takeaways**

- Understand how trust impacts organizational success and how to “sell” the importance of a trust-building initiative to management
- Understand the process of forming new habits that change old behaviors and build trust
- Learn why HR professionals are positioned perfectly to lead the organization in that process and how to launch such an effort

### **References:**

Podcast Episode: <https://podcasts.apple.com/us/podcast/s6e2-why-hr-professionals-are-ideally-positioned-to/id1569249060?i=1000569441763>

HR.com Article: [https://www.hr.com/en/magazines/all\\_articles/4-approaches-to-building-employee-trustworthiness\\_l7sitag5.html](https://www.hr.com/en/magazines/all_articles/4-approaches-to-building-employee-trustworthiness_l7sitag5.html)

SHRM.blog Article: <https://blog.shrm.org/blog/why-hr-professionals-are-ideally-positioned-to-build-trust>

Blog Article: <https://www.yoramsolomon.com/post/why-hr-professionals-are-best-suited-to-build-trust-in-their-organizations>

## [KEYNOTE] The Cost of our Obsession with Leadership

NEW

### **Description**

Almost two decades ago, Yoram sat with an organizational psychologist and asked, “am I a leader or an individual contributor?” The answer changed his professional life and career path forever (and for the better). Corporate America is obsessed with leadership. Everybody wants to rise in the organizational hierarchy, and we encourage it. But there is a cost for it. In this keynote, in an engaging, inspiring, sometimes humorous, and sometimes emotional and dead serious, Dr. Yoram Solomon will start by explaining **why** we are so obsessed with leadership, what are the true costs to the organization, one of which is **how** it devastates trust in the organization. He will continue and explain why not everybody should be a leader, and finish with a path forward to get there.

### **Learning Objectives/Takeaways**

- Understand the scope of the obsession the American Corporate culture has with leadership and Learn what causes us to be obsessed with leadership
- Learn the three costs of that obsession to the organization
- Get ideas and a path forward to reducing those costs

### **References:**

Podcast Episode: <https://podcasts.apple.com/us/podcast/s7e10-the-cost-of-our-obsession-with-leadership/id1569249060?i=1000588699345>

HR.com Article: [https://www.hr.com/en/magazines/leadership\\_excellence\\_essentials/january\\_2023\\_leadership\\_excellence/the-cost-of-our-obsession-with-leadership\\_lcfuewdh.html](https://www.hr.com/en/magazines/leadership_excellence_essentials/january_2023_leadership_excellence/the-cost-of-our-obsession-with-leadership_lcfuewdh.html)

Blog Article: <https://podcasts.apple.com/us/podcast/s7e10-the-cost-of-our-obsession-with-leadership/id1569249060?i=1000588699345>

## [KEYNOTE] The Hard Truths About Employee Engagement Surveys

NEW

### **Description**

Employee engagement is critical for their well-being and company performance, and after a decade of increase, it has declined significantly in the past several years. Therefore, HR departments often conduct employee engagement surveys to gauge it. However, before you set off to conduct the survey, there are a few critical things you should know, because you may end up not hearing what you need to hear, but



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rather only *what* you want to hear, and because you might do more harm than good with those surveys. For one, did you realize that the higher the trust level is, the lower the survey result will be? Sounds counterintuitive, but it is. You need to consider things such as the perception of anonymity and how it affects responses, how asking the wrong questions could bias the results, and the dangers of the statistical results. Conducting an employee engagement survey should never be done without a follow-on plan. Finally, this session would give you actionable advice regarding maintaining high employee engagement, because that's the real reason you were conducting the survey. Wasn't it? Oh, and would it surprise you to learn that when trust is high, employee engagement is 76% higher?

### **Learning Objectives/Takeaways**

- Learn what research says about the importance of employee engagement, the link between it and employee well-being and company performance, and how it is affected by trust.
- Learn factors that affect the reliability of the conclusion reached by the employee engagement survey, and how it is affected by perceptions of anonymity, the questions being asked, and statistics.
- Find an effective approach to monitor, maintain, and increase employee engagement every day, and not only as part of a major employee engagement survey project.

### **References:**

Podcast Episode:

Part 1: <https://podcasts.apple.com/us/podcast/s8e8-a-few-hard-truths-about-employee-engagement/id1569249060?i=1000600842317>

Part 2: <https://podcasts.apple.com/us/podcast/s8e8-a-few-hard-truths-about-employee-engagement/id1569249060?i=1000600851692>

HR.com Article:

[https://www.hr.com/en/magazines/recognition\\_engagement\\_excellence\\_essentials/march\\_2023\\_human\\_experience\\_excellence\\_engagement\\_performance\\_rewards\\_recognition/a-few-hard-truths-about-employee-engagement-survey\\_lf2necx2.html?s=fwclReGRZVWcuTB5Xr](https://www.hr.com/en/magazines/recognition_engagement_excellence_essentials/march_2023_human_experience_excellence_engagement_performance_rewards_recognition/a-few-hard-truths-about-employee-engagement-survey_lf2necx2.html?s=fwclReGRZVWcuTB5Xr)

Blog Article: <https://www.yoramsolomon.com/post/a-few-hard-truths-about-employee-engagement-surveys>

## **[BREAKOUT] A 4-Step Process to Build TRUST and Transform the Organization**

### **Description**

This session is a great complement to the keynote "Why HR is Perfectly Positioned to Build TRUST in the Organization." After realizing that HR is best positioned to build trust in the organization through the 8 laws of trust and the 6 components of the relative trust model, this session will propose a 4-phase process that will allow the HR professional to take a leading role and guide the organization through such a transformation. This session will cover everything from the kick-off stage to the accountability and follow-up stage.

### **Learning Objectives/Takeaways**

- Understanding that the building block for trust is individual trustworthiness, that trust is relative and therefore must be built one relationship at a time, and why one behavior could be holding someone back from being more trusted
- Learn the 7-step Trust Habits™ process for forming new habits that change old behaviors, build trust, and transform the organization through the perspective of the person going through the process
- How the HR professional takes on the role of a guide/coach to help others through the process
- Gain a detailed layout of a program you can implement in the organization.

### **References:**

Podcast Episode: <https://podcasts.apple.com/us/podcast/s8e1-how-to-build-trust-and-transform-the-organization/id1569249060?i=1000592065689>



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## [BREAKOUT] TRUST and Organizational Silos

NEW

### **Description**

As companies grow, they start developing silos between different functional departments, business units, or both. Silos are separated by **walls of distrust**. While the level of trust within an organizational unit increases, the level of trust across those walls decreases. The consequences of having silos can be devastating to organizations. Not only do different units in the organization not support each other, but they often find themselves competing with one another. What could be a productive  $1+1=3$  turns into a destructive  $1+1=1$ . You can have the best HR, finance, engineering, manufacturing, marketing, or sales department, but what does it matter when the company fails?

There is a reciprocal relationship between trust and the formation and existence of silos. Distrust across organizational units causes them to build silos, and the existence of those silos further causes distrust.

This session will use the relative trust model to explain why silos are formed and, more importantly, how to combat them.

### **Learning Objectives/Takeaways**

- Understand the process of how silos develop using the 8 laws of trust and 6 components of the relative trust model
- Gain tools to help reduce organizational silos using the same laws and components

### **References:**

Podcast Episode: <https://podcasts.apple.com/us/podcast/s8e2-organizational-silos-and-the-wall-of-distrust/id1569249060?i=1000593458173>

Blog Article: <https://www.yoramsolomon.com/post/organizational-silos-and-the-walls-of-distrust>

## [BREAKOUT] 8 Things to do to Not Lose Trust when Working Remotely

### **Description**

In March 2020, the world changed again. This time, it was addressed by working remotely, from home. Working remotely is not new, although it was never used as broadly as it did since March 2020. These days, the phrase "the new normal" is used often, referring to working remotely. Tools were developed to support this way of working and collaborating, but also tools to keep track of employees when working (or not) remotely. An AT&T study found that the hybrid work model is expected to grow from 42% in 2021 to 81% in 2024. Is remote work good for everyone, in every situation, and for every job? This session will answer that question and, more importantly, how remote work is related to trust, how it affects trust, and how it is affected by it. The session will conclude by providing 8 things you can do not to lose trust when working remotely.

### **Learning Objectives/Takeaways**

- When is remote work appropriate, when it is not, and what is the right combination?
- Observe things we do when working remotely that hurt trust, and understand why
- Gain 8 tips on how to effectively apply remote work without losing trust in the process

### **References:**

Blog Article: <https://www.yoramsolomon.com/post/8-things-to-do-to-not-lose-trust-while-everyone-is-working-remotely>



## [BREAKOUT] How to Form New Habits that Change Old Behaviors and Build TRUST?

### Description

What holds you back from being more trusted by others is typically one old behavior that you simply can't shake. But **old behaviors** are very hard to change without forming **new habits**. This session will focus less on the relative trustworthiness model itself, and more on the **process** developed by the instructor for forming new habits. This process can be applied to building trust, as well as to changing any other behavior, or even losing weight (for which the process was originally developed by the instructor in 2012). This session will lay out 5 steps to forming any new behavior, and will then add 2 more steps that will turn it into the 7-step Trust Habits™ process that will form new habits that will change old behaviors, build trust, and transform the organization.

### Learning Objectives/Takeaways

- Understand how to increase the likelihood of forming a new habit from 10% to 95%
- Applying the S.M.A.R.T. framework to new habits
- Gaining tools to make it the new habit stick
- Learning the importance of the accountability partner, how to appoint one, and how to use them
- Analyzing how long it takes to form a new habit that changes behavior

### References:

Podcast Episode: <https://podcasts.apple.com/us/podcast/s7e9-your-personal-growth-2023-challenge/id1569249060?i=1000587623348>

Blog Article: <https://www.yoramolomon.com/post/your-2023-challenge-form-a-new-trust-habit>

## [BREAKOUT] 10 Ways to be More Accountable and Trusted at Work

### Description

The dictionary defines accountability as “an obligation or willingness to accept responsibility or to account for one's actions.” The session instructor found a strong link between trust and accountability in his research. Like any trust relationship, this one, too, is reciprocal. If a person behaves in an accountable way, they will be trusted and get autonomy because they are trusted not to abuse it. Accountability cuts across many relationships, personal and professional. In this session, through stories, research, and the relative trust model, the instructor will discuss several aspects of accountability, the link between accountability and trust, and give you 10 ways to be more accountable and trusted and to guide employees in the company to do so.

### Learning Objectives/Takeaways

- Analyze the reciprocal relationship between accountability and trustworthiness
- Apply the 8 laws of trust and 6 components of the relative trust model to accountability
- Learn 10 behaviors that will make anyone more accountable and trusted

### References:

Podcast Episode:

Part 1: <https://podcasts.apple.com/us/podcast/s4e3-10-ways-to-be-more-accountable-and-trusted-part-i/id1569249060?i=1000548038216>

Part 2: <https://podcasts.apple.com/us/podcast/s4e4-10-ways-to-be-more-accountable-and-trusted-part-ii/id1569249060?i=1000548738420>

Blog Article:

Part 1: <https://www.yoramolomon.com/post/10-ways-to-be-more-accountable-and-trusted-part-i>

Part 2: <https://www.yoramolomon.com/post/10-ways-to-be-more-accountable-and-trusted-part-ii>



## [BREAKOUT] Communication and TRUST

### Description

The common wisdom is that communication is one of the most important foundations of trust. But the relationship between trust and communication is reciprocal. On the one hand, we tend to trust people who communicate with us transparently. Who tell us the truth, the whole truth, and nothing but the truth. We trust people who tell us what we need to hear, not necessarily what they think we want to hear.

But on the other hand: would you be willing to share confidential information with someone you don't trust? Would you be willing to be vulnerable with someone you don't trust? Would you feel comfortable giving direct feedback to someone when you don't know (or trust) how they will take it? And will you accept that kind of feedback from someone you don't trust to have your best interests in mind?

This session will address that relationship in greater detail and cover topics such as transparency, miscommunication, intimacy, information vs. communication, and more.

### Learning Objectives/Takeaways

- Understand the reciprocal relationship between communication and trust
- Learn how to communicate in a way that builds trust
- Learn how to balance information sharing with active communication

### References:

Podcast Episode: <https://podcasts.apple.com/us/podcast/s7e8-trust-and-mis-communications/id1569249060?i=1000586871215>

Blog Article: <https://www.yoramolomon.com/post/the-reciprocity-of-trust-and-communication>

## [BREAKOUT] Give Feedback Like You Care, Take Feedback Like it Matters

### Description

Did someone ever give you "constructive feedback" in front of everyone, making you feel ashamed? Did you ever give feedback to help someone, only to have it blow up in your face, making you swear never to give feedback to that person again? Employees in high-trust organizations experience 74% less stress, 106% more energy, and 76% more engagement. Why? Because they are 106% more capable of delivering feedback and 76% more receptive to it. It's when instead of holding the meeting before the meeting or the meeting after the meeting, you only hold the meeting during the meeting. Based on his research and experience as an executive, an elected official, a professor, a pilot, and a member of an elite military unit, Dr. Yoram Solomon, the author of The Book of Trust, will provide 4 powerful tips on giving feedback and 4 powerful tips on receiving it. At the end of this highly engaging, entertaining session full of emotional stories, he will also provide a handout with the feedback pledge and more.

### Learning Objectives/Takeaways

- Experience the 8 laws of trust and 6 components of trustworthiness and understand the reciprocal relationship between trust, giving feedback, and taking feedback
- Apply them to gain habits for giving constructive feedback
- Apply them to gain habits for receiving feedback constructively

### References:



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Podcast Episode (Part 1/6): <https://podcasts.apple.com/us/podcast/s5e3-trust-and-feedback-part-i-accountability/id1569249060?i=1000557845437>

Blog Article (Part 1/6): <https://www.yoramolomon.com/post/s5e3-trust-and-feedback-part-i-reciprocity-and-positive-feedback>

## [BREAKOUT] How Leaders Kill Trust (and how not to)

### **Description:**

No leader intentionally wants to kill the trustworthiness of their people. But they do it anyway, and often for what they believe are perfectly justified reasons. Nevertheless, the outcome is the same: they cause their people to give up and stop being trustworthy, and as a result, the leaders cannot trust them. A self-fulfilling prophecy. This keynote will explain WHY it happens in light of the 8 laws of trust and the 6 components of the relative trust model. It will discuss the correlation between autonomy, micromanagement, creativity, and productivity (with insights from the speaker's doctoral research) and the reciprocal relationship between them (through learnings from later research done by the speaker). These insights might shock you, but also open your eyes. In the end, he will show you how to reverse this trend.

### **Learning Objectives/Takeaways:**

- Analyze the reciprocal process of killing employee trustworthiness
- Understand the difference between fairness and equality and how it is related to killing employee trustworthiness
- Obtain tools to prevent killing employee trustworthiness

### **References:**

Podcast Episode: <https://podcasts.apple.com/us/podcast/s6e5-how-leaders-kill-trustworthiness/id1569249060?i=1000574541075>

Blog Article: <https://www.yoramolomon.com/post/how-leaders-kill-trustworthiness>

## [BREAKOUT] Pay Transparency & TRUST

NEW

### **Description**

Should employees talk about their salaries with coworkers? Is it OK to discuss salary? A survey shows that 42% of Gen-Z employees will share salary information with a coworker (compared to only 19% of Baby Boomers). Another survey shows that 63% of employees prefer to work at a company that discloses pay information, but only 19% of the companies actually do that. For generations, we were used to not sharing salary information with our coworkers. But did you know that keeping pay information confidential hurts trust, and not only the trust that employees have in their companies but also the trust they have in each other? Not to mention that under the National Labor Relations Act of 1935, it is illegal for an employer to prohibit employees from discussing their wages. In this keynote, the speaker will answer a few questions: can you keep salaries a secret? And more importantly: what does it do to trust? Finally, he will discuss the benefits of pay transparency to trust and equity.

### **Learning Objectives/Takeaways**

- Understand the adverse effect of pay transparency to trust, as well as other organizational and social outcomes
- Gain best practices to implement pay transparency
- Understand the positive outcomes of pay transparency on the company and society.

### **References:**



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Podcast Episode: <https://podcasts.apple.com/us/podcast/s7e6-pay-transparency-and-trust/id1569249060?i=1000585240690>

HR.com Article: [https://www.hr.com/en/magazines/all\\_articles/pay-transparency-should-you-keep-your-salary-a-sec\\_lajkmcfx.html](https://www.hr.com/en/magazines/all_articles/pay-transparency-should-you-keep-your-salary-a-sec_lajkmcfx.html)

Blog Article: <https://www.yoramsolomon.com/post/pay-transparency-and-trust>

## [BREAKOUT] Should you Trust People who Follow the Rules or Those who Know When to Break Them?

NEW

### **Description**

In a LinkedIn post, Simon Sinek wrote, “We don’t trust people to follow the rules. We trust people to know when to break them.” While the need to be provocative and contrarian is clear, it begs the question of how we should approach the relationship between trust and rule-following or rule-breaking. In this session, the instructor will break down the relationship between trust and following or breaking the rules, provide tests for when following the rules is important, when it’s appropriate to challenge those rules, and how to do it in a way that doesn’t hurt others in the process. The session will also broaden the discussion scope and address ethics and morals.

### **Learning Objectives/Takeaways**

- Understand the impact of breaking the rules on trust
- Understand the difference between ethics, morals, and rules, and their different impact on trust
- Gain the ability to tell when breaking the rules is appropriate and when it's not

### **References:**

Podcast Episode: <https://podcasts.apple.com/us/podcast/s4e8-trust-and-breaking-the-rules/id1569249060?i=1000551684260>

HR.com Article: [https://www.hr.com/en/magazines/all\\_articles/trust-and-following-or-breaking-the-rules\\_11syfmx.html?s=N02t60b41edhZMjRXD](https://www.hr.com/en/magazines/all_articles/trust-and-following-or-breaking-the-rules_11syfmx.html?s=N02t60b41edhZMjRXD)

Blog Article: <https://www.yoramsolomon.com/post/trust-and-breaking-the-rules>

## [BREAKOUT] Building HR Strategies Like You Use Your GPS

NEW

### **Description**

The Human Resources function, and the Human Resources department, like any other department or business unit within the company, is a business. This one deals with the most essential part of the company: its people. And like any other business, it must have a strategy. Imagine having a GPS navigation system for developing your Human Resources (HR) department strategy. Just like a GPS, having a clear destination and a well-defined route is crucial to reach your HR goals effectively. In this session, you will learn seven powerful steps to develop a business strategy for your HR department, from assessing your current state to defining tactics and actions. By the end of this session, you will have the tools to develop a simple and actionable HR strategy that aligns with your company's values and overall strategy, ensuring your HR department is on the right track to success

### **Learning Objectives/Takeaways**

- Understand what strategy is, and what it should look like
- Learn how to develop a meaningful destination/missions statement
- Learn how to apply the 7-step process for developing an effective HR strategy

### **References:**

Podcast Episode:

Part 1: <https://podcasts.apple.com/us/podcast/s8e11-building-hr-strategies-like-you-use-your-gps-part-1/id1569249060?i=1000604107786>



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Part 2: <https://podcasts.apple.com/us/podcast/s8e12-building-hr-strategies-like-you-use-your-gps-part-2/id1569249060?i=1000605152572>

HR.com Article: [TBD](#)

Blog Article: <https://www.yoramソロモン.com/post/building-hr-and-other-strategies-like-you-use-your-gps>

## Testimonials

"I have seen firsthand the crucial role trust plays in building a good culture, retaining great employees, and performing well financially as an organization. But when I heard Yoram speak on trust for the first time, I realized what I had missed was understanding the "how to" of teaching a leader how to be a trust builder. Yoram is one of the foremost authorities on understanding the critical role trust plays, and teaching leaders how to build it!"

**- Jimmy Taylor, Executive Director, DallasHR**

"Yoram Solomon did an incredible job as our keynote speaker for our "Future Forward: Trust & Transparency: An MPI Digital Experience. Yoram was not only easy to work with, he customized his presentation to be exactly what our audience of meeting professionals needed. He received high survey marks and our attendees raved about his presentation."

**- Lori Pugh Marcum, Head of Meeting Innovation, Meeting Professionals Intl. (MPI)**

"With original research and keen insight, master storyteller Dr. Yoram Solomon calculates not only the monetary value of trustworthiness but also precisely what it takes to establish and maintain this invaluable quality. It's the kind of know-how that they don't, but should, teach in school."

**- John Jacobs, Executive Vice President, Richardson Economic Development Partnership**

"I have had the pleasure of working with Yoram multiple times through DallasHR, The HRSouthwest Conference and most recently, The North Dallas Chamber of Commerce. His programming is always so intriguing, energetic, and timely. Our members are always impressed with his presentation style and he is for sure one of the most engaging speakers around. Highly recommend bringing him to your organization!"

**- Erin Swain, Manager of Education, DallasHR and HR Southwest Conference**

Video Testimonials: <https://bit.ly/YoramReviews>



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## What Participants Said

"Yoram was AMAZING! He knew how to keep us engaged! He had command of the audience. So much energy! So knowledgeable. This has been my favorite one yet! Thank you!"

"I wish there was something beyond strongly agree. Yoram was easily the best speaker I have ever heard - engaging, great content, real actionable items. PLEASE bring him back for more!"

"Dr. Solomon was one of the best speakers I have seen through MPI and in a while. He was engaging, entertaining, funny, honest, real and impactful. I hope to attend more seminars with him as the speaker! Wow!!"

"This webinar was AMAZING! What a wonderful, motivating, informative speaker. He held my attention the whole time - I didn't want it to end!"

"This was the best webinar since the Covid situation. I wish I had listened to it over a month ago."

"Very good speaker - get everyone motivated. he just did not talk about leadership and productivity but about LIFE.. well done. Will recommend him to speak with leadership at the International Monetary Fund! Well done..."

"This was, by far, the best webinar I have seen! Yoram is not only clearly an expert in his field, but truly relatable and entertaining. The material was helpful and something I can easily incorporate into my job on a daily basis. Thank you!"

"This was of my top three webinars during the quarantine. Actually, it was one of the best I've EVER seen/heard."

"This was the best webinar... I have ever attended!!! Dr. Solomon was very engaging in his style, Sincerity, experience and knowledge of subject matter."

"I would love to see more webinars with Dr. Solomon. He was a fantastic host; very engaging and energetic."

"I would love to see this presenter back again! Regardless of the topic, I would attend his sessions."

"This was one of the most valuable and engaging webinars I have attended. Highly recommend this speaker for future engagements."

"Please, please, please offer this every year! Everyone needs to hear this information. The speaker was wonderful!"

## Feedback from HR Southwest 2022

- Please rate the speaker's style: **4.81/5**
- Please rate the usefulness of the speaker's info: **4.86/5**
- Did the speaker inappropriately use this session to sell or promote his services or products? **NO** (100%)
- I will be able to apply the knowledge and skills learned in this session to my job: **YES** (100%)
- Was the information presented what you expected based on the session description? **YES** (97.2%)



## About

Dr. Yoram Solomon is a trust researcher, the founder of the Innovation Culture Institute, the author of the most comprehensive trust book, *The Book of Trust*, the book series *Can I Trust You?*, and the host of *The Trust Show* podcast. He published 16 books and more than 300 articles on Trust, Innovation Culture, and Entrepreneurship. His approach to trust is unique in several respects. First, he sees trust as relative, and not absolute or universal. Furthermore, he never stops at telling you **why** trust is important and **what** makes a person trust you, but rather adds the **how** element through his 7-step Trust Habits™ Process. His work resides in the intersection of the science of trust and the science of habit-forming. He holds a Ph.D. in organization and management, an MBA, a law degree, and an engineering degree. A 2-time **TEDx** Speaker, adjunct professor of entrepreneurship at SMU, former executive, elected official, pilot, and member of the Israeli 35th airborne brigade. He spoke to companies such as AT&T, Northrop Grumman, Dannon, Amway, VCE, DRS Technologies, Medical City, HCA, Qorvo, and many more.



## References

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## Video Samples

Note: these links are not for public consumption but only for assessing the instructor's style and content. These videos should not be shown publicly.

- Promo Video: <https://youtu.be/HnGkBezHJHg>
- TEDx talks: <https://www.ted.com/search?q=yoram%20solomon>
- Workshop Promo Video: <https://youtu.be/U7rwwav4Znl>
- D25 video (complete): <https://youtu.be/4EK6lyC4hg>
- Capital Factory video (complete): <https://youtu.be/z82-dAAemXM>
- PMI (complete): <https://youtu.be/0SbTL1xcwC0>
- Speaking Samples: <http://bit.ly/YoramSamples>
- Testimonial Video: <https://bit.ly/YoramReviews>

## Trust-Related Books by Yoram Solomon



- *The Book of Trust, 3<sup>rd</sup> Edition [2022]*
- *The (mini) Book of Trust, 3<sup>rd</sup> Edition [2022]*
- *The Workbook of Trust, 2<sup>nd</sup> Edition*
- *Can I Trust You? 70+1 Habits that will make you a more trusted Leader*
- *Can I Trust You? 67+1 Habits that will make you a more trusted Team Member*
- *Can I Trust You? 55+1 Habits that will make you a trusted Consultant, Advisor, or Coach*
- *Can I Trust You? 60+1 Habits that will help you build Trust and be a trusted Project Manager*
- *Can I Trust You? 50+1 Habits that will make you a more trusted Salesperson*
- *Culture Starts with YOU, Not your Boss!*



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