

Building **TRUST** in your Organization A 3-Day Trust Habits™ Masterclass

Trust is the foundation for business success. In high-trust organizations, employees are more engaged, productive, creative, and enjoy their work more. Projects end on time and on budget, and companies are more innovative and productive, deliver better products and services to their customers, and higher returns to their shareholders. This 3-day in-person masterclass will teach you how to help your employees form habits that change behaviors, build trust, and transform the organization.

WHO SHOULD ATTEND?

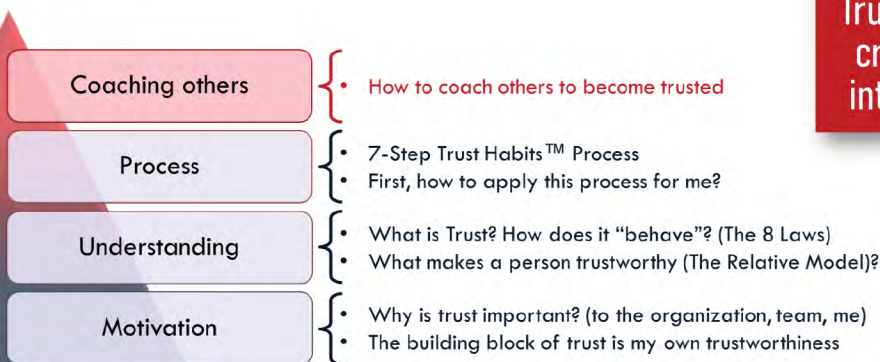
The program was specifically designed for human resources professionals but is also suitable for leaders, general managers, project managers, and anyone who is in a leadership position (with or without official authority) and can influence employees and members of the organization.

Your role in the organization positions you ideally to build trust in your organization because you are—

- Already trained, experienced, and passionate about human skills and organizational culture in general
- Internal to the organization, and therefore knows the people, the culture, the dynamics, and the company
- Right there to serve as the accountability partner, a critical part of helping others to build their trustworthiness

AFTER ATTENDING THIS PROGRAM, YOU WILL BE ABLE TO

- Identify signs of lack of trust in the team or organization, and especially those in dependency relationships that are critical to the success of the organization
- Assess the unique causes for low trust in any relationship in the organization and narrow them down to a specific behavior that holds a person from being more trusted by another
- Develop an individual plan to increase any employee's trustworthiness in a specific relationship
- Coach, mentor, and be the accountability partner to the employee through their individual process of developing trustworthiness



“By learning Yoram Solomon’s model, I have found that I can more consistently approach my employees, other leaders, and my customers in a way that facilitates mutual trust and, ultimately, success.”

- Roger Hall, General Manager,
High-Performance Solutions, Qorvo

WHY IS TRUST IMPORTANT TO YOUR ORGANIZATION?

Employees in High-Trust Organizations experience:

- 74% less stress
- 106% more energy
- 60% more joy at work
- 56% higher job satisfaction
- 76% higher engagement
- 50% more likely to stay another year
- 70% more aligned with the company
- 41% higher sense of accomplishment
- 88% more likely to recommend this place to family and friends
- 40% less burnout
- 13% fewer sick days

Organizational Behavior and Culture in High-Trust Organizations:

- 67% higher autonomy
- 71% greater ability to hold constructive disagreements
- 240% greater willingness to vulnerability
- 106% greater willingness to give feedback
- 76% higher receptivity to feedback

High-Trust Organizational Outcomes:

- 64% more productive and innovative
- 29.6% price premiums
- Projects finish 45% more on time and budget
- 286% higher shareholder return

Trust is the glue that turns a group of creative and productive individuals into a creative and productive team.

PRICING, REGISTRATION, AND MORE INFORMATION:

www.trusthabits.com/masterclass
info@innovationcultureinstitute.com
(972) 332-1490

DELIVERED TO YOU JOINTLY BY:



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PROGRAM FACULTY

Yoram Solomon, PhD, MBA, LLB

is the author of **The Book of Trust** (now in 3rd edition and the most comprehensive book ever written about trust), the book series **Can I Trust You?** and host of **The Trust Show** podcast. He published a total of 16

books and more than 300 articles on Trust, Innovation Culture, and Entrepreneurship. Yoram holds a Ph.D. in organization and management, an MBA, a law degree, and an engineering degree. He is an adjunct professor of entrepreneurship, a 2-time **TEDx** speaker, a former executive, elected official, pilot, and member of the Israeli 35th airborne brigade.

Trust is relative. The same behavior that would cause one person to trust you could cause another person to distrust you.



Your trustworthiness is made of who you are (what people know about you when you are not there) and what you do during interactions.

THE UNIQUENESS OF THE TRUST HABITS™ APPROACH

The Trust Habits™ approach is different from any other trust-building process in the following aspects:

- It considers trust to be relative, rather than absolute or universal, and therefore focuses on different relationships individually, prioritizing them based on critical dependencies
- It recognizes that trust is reciprocal and that you can affect people's trustworthiness by the level of trust you extend to them.
- It focuses on forming habits that change behaviors and build trust
- It focuses on identifying and eliminating existing negative behaviors that have a significantly higher impact on building trust than adding new positive behaviors.
- The program is research-based and resides in the intersection of the science of trust and the science of habit forming.
- The process of building trustworthiness and trust is highly prescriptive and structured. The process has very clear checklist-like steps.

"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

 Identify Critical Dependency

Identify Negative Behavior 

 Define Good Habit

Create SMART Action Plan 

 Develop Stickiness

Appoint Accountability Partner 

 Form Habit, Repeat

“Dr. Yoram Solomon has done extensive research in this field [of trust] and brings a wealth of knowledge and understanding to the table in his workshops, seminars, and podcasts. We are fortunate to have Yoram help propel us to the next level of trust within our organization.”

- Scott Cohen, Founder & CEO,
CD Wealth Management



THE AGENDA AT A GLANCE

DAY 1

Learn what trust really is (and it's not what you thought it was). You will learn why trust is important, how it affects the organization's culture and outcomes, and how it "behaves" through the 8 laws of trust. Understand what makes a person trusted by another person through the 6-component relative trustworthiness model. This day will break many myths and show you that trust is relative, reciprocal, and dynamic. You will gain an understanding of trust from the perspective of a person who wishes to be trusted.

DAY 2

Take the knowledge gained on Day 1 and learn how to turn it into new habits that change behaviors, build trustworthiness and trust, and transform organizations. In the first half of the day, you will apply the highly structured and prescriptive 7-step Trust Habits™ process to yourself through assessment, planning, and execution. In the second half of the day, you will learn how to coach others through the process, helping them identify critical relationships and behaviors that need to change, building a plan to change those behaviors, and how to act as their accountability partner to increase their probability of success. You will get some basic training in the principles of coaching to help you coach others through the Trust Habits™ process effectively.

DAY 3

Learn a few habits that were known to increase trust more generally and, in many situations, are practiced by the most trusted people. To apply Trust Habits™ in your organization, you will need the support of your management, and now you will get tools that would allow you to analyze and present the Return on Investment (RoI) of deploying the program in your organization to your management. Finally, you will undergo a written exam to ensure your understanding of the content delivered in this workshop and readiness to apply it to employees in your organization. Upon passing the exam, you will receive a certificate of completion and graduate.

	Day 1	Day 2	Day 3
08:00		Breakfast	Breakfast
09:00		Introduction to Coaching I	General Habits
10:00		The Trust Habits™ Process	"Selling" to Management
11:00			Certification Exam
12:00		Lunch Break	Graduation
13:00	Introductions, Ice Breaker	Introduction to Coaching II	
14:00	Trust, Culture, Outcomes	HR-Directed Program	
15:00	The 8 Laws of Trust		
16:00	The Trustworthiness Model	Working with Teams	
17:00		The Dreaded Decision	

Note: the detailed agenda may change

The trust in you is the product of the other person's trustability and your trustworthiness. There is almost nothing you can do about the former and everything you can do about the latter.

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TRUST HABITS™ HR TRAINING WORKSHOP



form habits
change behaviors
build trust
HABITS
WORKSHOP

SCAN QR CODE TO WATCH VIDEO



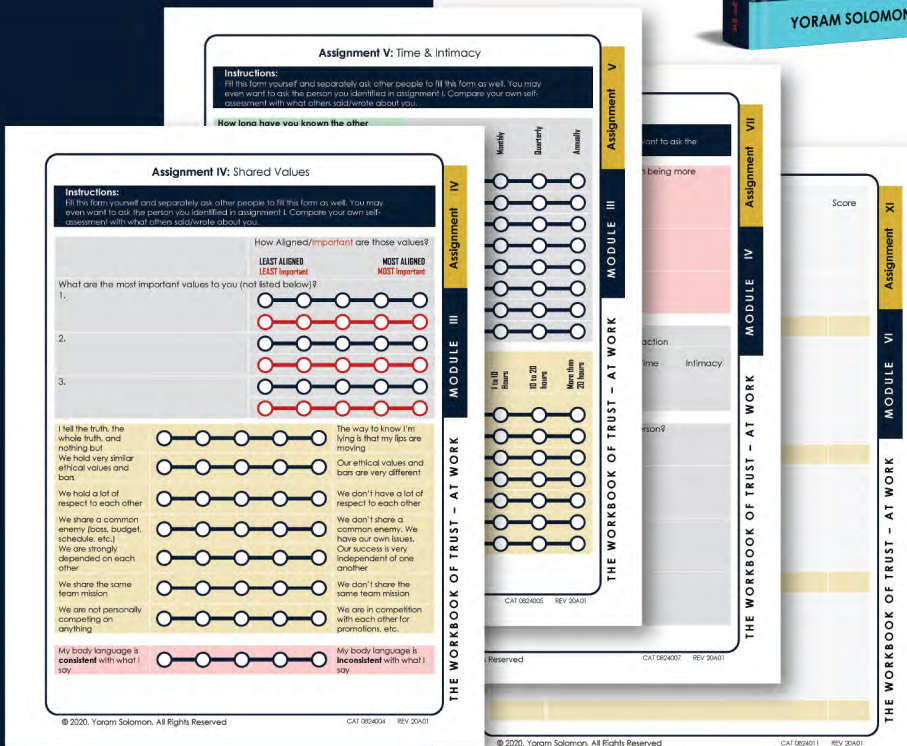
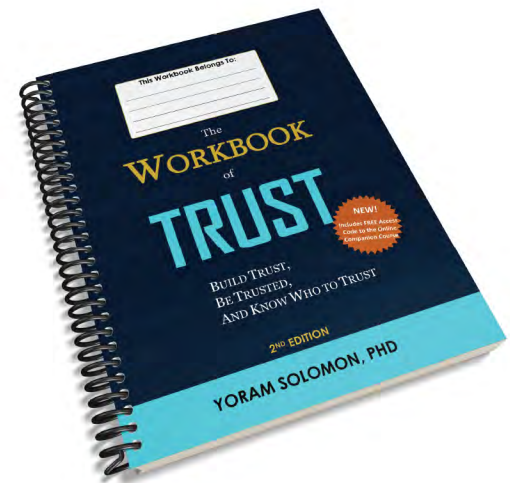
If you trust someone and you show them that you trust them, they will behave in a trustworthy way. If you show them that you distrust them, they will behave in an untrustworthy way.

Bad is stronger than good. If you eliminate one bad behavior, you will increase your trustworthiness more than if you add one good behavior.

WHAT WILL YOU GET?

The program will give you tools that you will use to help your employees form habits that change behaviors and build trust in the organization using the proprietary 7-step Trust Habits™ process. Your toolkit includes:

- Take away all presentations, worksheets, assessments, cheat sheets, checklists, workbooks, and other tools to use immediately
- Limited-time membership in a private member-only group for continuous support after the course
- The following books by Yoram Solomon:
 - The Book of Trust, 3rd Edition
 - The Workbook of Trust
 - The (mini) Book of Trust, 3rd Edition
 - Applicable books from the series Can I TRUST You?
 - Culture Starts with YOU, Not Your Boss
- Earn an Innovation Culture Institute Certificate of Completion suitable for framing
- Earn 16 SHRM and HRCI recertification credits to renew your designation (Note: those are available only when the program is offered in cooperation with a SHRM chapter)
- Change the culture and build trust in your organization



"Preparing the workshop was easy. It was like he knew exactly what we needed. I am impressed with the level of knowledge, commitment, and incredibly easy way to communicate. Yoram helped us see ourselves from a different point of view, analyze the opportunities, and use our creativity to help us to move to the next level."

- Joaquin Anon Suarez
Performance Manager, The Dannon Company