



**BUILDING A TEAM**  
**YOU**

**CAN**

**TRUST**

**WORKSHOP**



# BUILDING a TEAM You Can TRUST

## Why a “Building a Team You Can Trust” Workshop?

### Great Teams are Built on Trust

All high performance teams, and alliances are built on a foundation of trust. Virtually every teamwork authority explains how important trust is in producing great results.

### Trust's been the Fuzzy Backwater

But the academic experts and seasoned practitioners then elaborate with overly simplistic words of advice that are misleading at best. You've heard it before:

“Trust but verify.” “Trust must be earned.” “Build an escape clause.” “Speak softly but carry a big stick.” “Be ever vigilant.” “Don't trust, just be sure you have a great lawyer and a tight contract”

These are all platitudes: virtually useless in creating sustainable trust. And often the advice is contradictory, irrelevant, inapplicable, or downright inappropriate, irritating, and counter-productive.

Trust has remained so “fuzzy,” it has been largely an elusive phenomenon -- too “soft” to be taught in business schools or leadership courses – much less be practical in the field.

### Our Breakthrough Approach

We have changed all that. Our “Architecture of Trust” is based on hard science, economic analysis, and careful “best practice” codification which enables trust to be systematically implemented in a very manageable, replicable, and sustainable function that can be taught to executives, technical people, and staff to produce consistent results.



### What Value Can I Expect?

As a result of years of experience building successful strategic alliances, combined with research at Harvard on brain science, and extensive benchmark studies, we have taken the “soft” out of trust, with a rigorous, results-based, scientifically-sound methodology that's received rave reviews from senior execs.



### Who Will I be Working with & Learning from?

Robert Porter Lynch has been in the vanguard of thought leadership in the field of alliances, collaborative innovation, and trust building. He's an expert professional with an extensive world-wide track-record. The author of several books, he has been acknowledged by his peers as one of the Top Thought Leaders on Trust.



# BUILDING a TEAM You Can TRUST

## Great Trust Advantage:

Our analysis based on over 3000 analyses show that an organization that enables high levels of trust will have at least a 25% competitive advantage over those with low trust.

## The Performance Impact of Trust:

High trust has massive impact on team performance, because it dramatically increases member's focus on working together, and lowers defensiveness, turf protection, and selfish, non-productive behavior. Thus everything happens faster and with far less effort.

## Based on a Powerful Behavioral Model:

Our approach is based on a revolutionary breakthrough in understanding the brain science of human behavior, enabling leaders to maximize team performance. This new approach is easy to understand and put into operation. Our highly functional methodology is the "E=mc<sup>2</sup>" of human behavior. By using a behavioral model underpinning for trust, we simultaneously make a significant inroad into the prevention of leaders being trapped in false beliefs about what truly unleashes human energy and focuses team energy on productive achievement.

## Tools to Generate A Better Way from the Start:

Virtually every person who has written about trust in the past starts with a dictionary definition of trust which typically centers on three factors: safety, security, & predictability. This is where people get stuck with a too-low-level of thinking, thus creating a limiting paradigm that blocks their careful observation of the nuances and extraordinary possibilities of trust. We have developed several easy to use tools that enable leaders to get a quick assessment of the trust situation, and easy means to shift to a positive trust paradigm. Leaders find these tools nothing less than inspiring.



## Overcoming Resistance to Change:

Every executive knows the importance of making organizational improvements. This always involves creating better teamwork, particularly more functional cooperation across boundaries and silos. But most well-intended initiatives are met with resistance, and failure. Few know that resistance to change is caused by lack of trust. We show exactly how to use trust to generate high levels of engagement and reduce resistance to change.

## Supercharging Team Building and Empowering Employees:

Teams thrive on trust and wither when trust erodes. Great leaders understand that the predominant reason most employees leave an organization is because trust is depleted.

# BUILDING a TEAM You Can TRUST

## AGENDA

### 1. POWER OF TRUST ON TEAMWORK

Trust's Critical Impact on Engagement & Team Performance

Problems & Pervasiveness of Distrust

Trust is much harder in a Fast-Changing World

- Workgroup Action Plan



### 2. TRUST IMPACT ANALYSIS

How Breakdowns in Trust Impact Team Performance & Innovation

Key Factors for Creating & Destroying Trust

- Workgroup Action Plan

### 3. CAUSES OF DISTRUST

How the Brain Reacts to Fear

Trust and Human Nature

- Workgroup Action Plan

### 4. FOUNDATIONAL METHODOLOGY OF HIGH TRUST TEAMS

Ladder of Trust – A Diagnostic Performance Tool

Building Trust in Teams – Operating Principles

Using Metrics to Drive Breakthrough Performance

How to Use Competitive Instincts in a Positive Way

- Workgroup Action Plan

### 5. ENABLING THE HIGH PERFORMANCE TEAM

It Starts with Becoming Trustworthy

How to Hire & Promote the Right People

How to Reward the Team for High Performance

Building the High Trust Team – Core Characteristics

Standards of Excellence, Metrics, and the Creation of Value

Collaborative Innovation – Unleashing Team Creativity

Cross Boundary Teamwork & Partnerships – Across the Silos & Borders

- Workgroup Action Plan

### 6. OBSTACLES & BREAKDOWNS

Turning Breakdowns into Breakthroughs – Staying on Time & Budget

Beware the Untrustworthy & Destructive Contracts

How to Deal with Resistance to Change

- Workgroup Action Plan

### 7. BEING A TRUSTED LEADER

Championing the Team's Cause

Coaching the High Performance Team

The Power of Culture to Mold Trustworthy Behavior

Shifting the Team to a Bold New Future

- Workgroup Action Plan



**DID YOU KNOW?**

Just a 10% increase in trust increases an employee's sense of well-being to a level equivalent to a 40% pay increase.

**Available in Three Formats**

- 1 Day
- 1 ½ Day
- 2 Day



# BUILDING a TEAM You Can TRUST

## You Will Learn:



This is a hands-on, interactive workshop where you can address real issues you and your team are dealing with now!

- The High Trust Analysis: a powerful and simple diagnostic analysis
- How to use the Four Alignments to create a High Performance Team
- How to lead a high trust team and what must be avoided at all costs
- Leverage the four Driving Forces of Human Behavior, making trust a natural act
- Detect and correct number one (and most frequent) cause of distrust
- Seven types of distrust and how to prevent them
- Seven types of trust, and how to create and build on them
- Use three high impact engagement tools to build strong trust
- Using trust to drive innovation and collaboration
- The Six Essential Qualities to build into a High Performance Team
- Early warning signs that signal a trust breakdown is ready to happen
- Identifying and neutralizing the untrustworthy at the earliest stage of interaction
- What HR staff must do to ensure high trust high performance teams
- The biggest fallacy about training team leaders
- What Project Management misses that drives budgets & schedules
- Bonus: Twelve Most Effective Actions to Create Trust

You've re-energized me! I am very passionate about people and their potential for greater things and your work has given me some better tools to push that positive message forward. Thank you for your endless quest for knowledge and more importantly for sharing it with the world - YOU ARE MAKING A DIFFERENCE, please keep spreading your good work! -- Susan Harrison, Director, Service Delivery, Ministry of Social Development and Social Innovation, Gov't. of British Columbia

## What Benefits Can I Expect?

During this Workshop you will:

- Discover the Costs of Distrust and the real value of Trust
- Understand how Four Forces Drive All Human Behavior, and how these forces can either destroy or build trust
- Identify the Primary Causes Of Distrust, and the Seven Typical Trust "Busters" that can be prevented or eliminated
- Become attuned to Why Mission Statements, Values, & Ethics have a Limited Impact on building trust, and instead what is highly effective
- Be able to Recognize People that will either be highly capable of sustaining trust, or will destroy it time and again
- Engage the Legal Team in a way that, instead of destroying trust, will enhance your trust building and alliance capability
- Learn the Early Warning Signals that will enable you to foresee trust problems before they escalate and specific intervention methods to rebuild Trust.
- Apply the Twelve Actions that reliably Build Trust
- Accelerate the Speed of Innovation of that can be produced by trust



# BUILDING a TEAM You Can TRUST

## Why Should I Use a Workshop Approach?

When making a decision about how to improve team performance, any ardent follower of winning sports teams knows that behind great stars invariably there is a great coach. Often great coaches take losing teams to the top of their game in only one season.

How can you inject the impact of a great coach into your team or alliance quickly, economically, and with the expectation of great results in rapid order? The answer is coaching through a two-fold strategy:

- First, reveal which *best practices* produce dramatic improvements.
- Second, avoid the biggest mistake in learning: *knowledge brings results*. Studies show that simply having individuals attain knowledge does *not* improve results. Results come when teams apply their learnings together, immediately upon their joint learning.



## About your Workshop Leader

Robert Porter Lynch has been creating alliances for over thirty years. His studies of Alliance Best Practices, beginning in the 1980s have resulted in thousands of successful alliances all over the world. Over 25,000 executives and managers have attended his programs and workshops worldwide.

Co-Founder of the Institute, he has consulted widely for scores of major companies in the high tech, communications, pharmaceutical, natural resources, financial services, healthcare and consumer products industries, among others. He's also assisted numerous smaller business, private-public partnerships, and government agencies.

Robert is Founding Chairman of the Association of Strategic Alliance Professionals. He teaches at the Universities of Alberta, British Columbia, and San Diego; he's the author of nearly a dozen books and numerous articles. His current book, *Trusted to Lead* will hit the bookstores early next year.



## What can I expect?

Participants develop their own strategies & techniques that they can begin applying immediately into their organization.

Learnings will be offered through case examples, interactive sharing of ideas, and practical project development sessions.



## What's Unique?

For the first time we are presenting a workshop that integrates scientific studies with the wisdom of the best practices, along with operational strategies and fundamentals of human behavior, resulting in a holistic, unified, easy-to-use architecture. This culminates in a revelation that will show you:

- What really causes humans to act the way they do
- The best leadership methods that will produce highest performance
- What causes people to distrust, fight, and destroy each other
- How trust is actually hard-wired into the brain's DNA and how to access it quickly
- How to build a world of trust and avoid the traps of guile and manipulation
- How to align teams on a common goal
- How to create synergy and unleash innovation
- How to spot the untrustworthy and limit any damage they might do

# BUILDING a TEAM You Can TRUST

## Who should Attend?

This workshop program is designed for upper and middle management who are seeking to increase alignment, teamwork, collaborative innovation, better coordination, joint problem solving, communications across boundaries, and higher levels of human energy. It has been extremely valuable to:

- Senior Executives and Boards of Directors
- Team, Project Management, and Organizational Leaders
- Strategic Alliance, Merger & Acquisition Professionals
- Procurement and Supply Chain Professionals
- Licensing, Negotiations and Contract Managers
- Human Resource Professionals
- Mediators and Peace Makers
- Scientific Collaborative Researcher Teams
- Cross-boundary Innovation Teams



## What others have said about this workshop

“An extraordinary experience. Your approach to trust is one of the most insightful and empowering experiences of my business career. I’ve used your method extensively and can say without reservation that the Architecture of Trust has profoundly changed the way I do business . . . . . hugely important and very powerful.”

–Ninon Prozonc, Vice President, Connect America

“You had great impact!.... both educational and inspiring.”

– Pat Garcia, Director, Sanofi-Aventis

“Invaluable in seeing how building trust contributes to achieving our top organizational priorities: Profit/ROI, Competitive Advantage, and Innovation.”

– Kim Castagnetta, Director ,Richoh



“Very applicable...critical to the future success of our company....Great way to articulate how we should shape our company’s future.....can’t wait to share this with my executive teams, peers, and staff ....very insightful, inspiring, and valuable.”

– Chad Compton, Director, Xerox

“...the missing code on trust...truly exceptional.”

– Paul G. Stoltz, Ph.D. Author: *Adversity Advantage* and *Adversity Quotient* , CEO, PEAK Learning, Inc.

“Robert Porter Lynch may be one of the best trust thinkers today.”

– Charles H. Green, Author: *The Trusted Advisor*

“Thank you for your passion and wisdom by faithfully speaking the truth to business! These messages are critical at such a time as this!!”

-- Michael Allen, CEO, Ventura Mfg.



## Issues and Opportunities for Executive Management & Human Resources

Over \$25 billion is spent annually on Leadership Training in North America. Many consider that much of that money is wasted.

### TRUST MAKES THE DIFFERENCE

In spite of the decades of efforts by conscientious, well-intended individuals and organizations, leadership development has predominately failed to result in any improved workplaces in terms of job-satisfaction and employee engagement.

- The key missing ingredient in both these factors is TRUST.
- Studies show that when *trust* is increased a mere 10%, an employee's *sense of well-being* increases 40%!
- Employees who trust their leader are more productive, learn faster, and display very low turnover rates.

### POWER OF COLLABORATIVE LEADERSHIP

Collaborative Leadership has been *proven to improve performance by up to 25%* because it:

- engages people
- improves morale
- builds tight teams
- creates high levels of trust
- recognizes the value of people
- channels energy into purposeful action
- capitalizes on the joint creative energies of employees
- empowers employees to become more entrepreneurial
- maximizes creation of value while reducing non-value added work
- flows ideas and innovation across internal and external boundaries



### METRICS ARE CRITICAL

Astute corporate executives and HR leaders are demanding proven metric-based results for their expenditure of resources on leadership development initiatives. We start by gathering base-line data to create a starting point to gauge outcomes and impact. We have developed a wide variety of data-driven diagnostic instruments (many internet-based making them very economical and easy to administer). Here are the five most important ones:

- Trust & Teamwork Analysis<sup>(TM)</sup>
- Trust's Impact on Profits Analysis<sup>(TM)</sup>
- Four Dimensional Leadership Alignment Analysis<sup>(TM)</sup>
- Collaborative Innovation Analysis<sup>(TM)</sup>
- Value Maximization Analysis<sup>(TM)</sup>

