



The Trifecta of Trust™

A Proven Formula for Building and Restoring Trust.

Benefits of Trusting Organizations:



40%
Increased Employee Engagement



66%
Increased Customer Satisfaction



50%
Decreased Employee Turnover

Learning to Trust

Research collected from millions of raters and 110,000+ global leaders reveals the measurable disparities of perceived trust and three leadership behaviors needed to fix it.

The Fundamentals

Our extensive research shows that out of hundreds of behaviors that influence trust, only three can account for the vast difference in the impact of individuals with high levels of trust and those not trusted at all. They are:

- Displaying Expertise and Good Judgment
- Demonstrating Consistency
- Building Relationships

These three pillars support the foundation of trust regardless of culture, industry, race, or gender.

Trust Assessments

The Trifecta of Trust development experience provides three different assessments options.

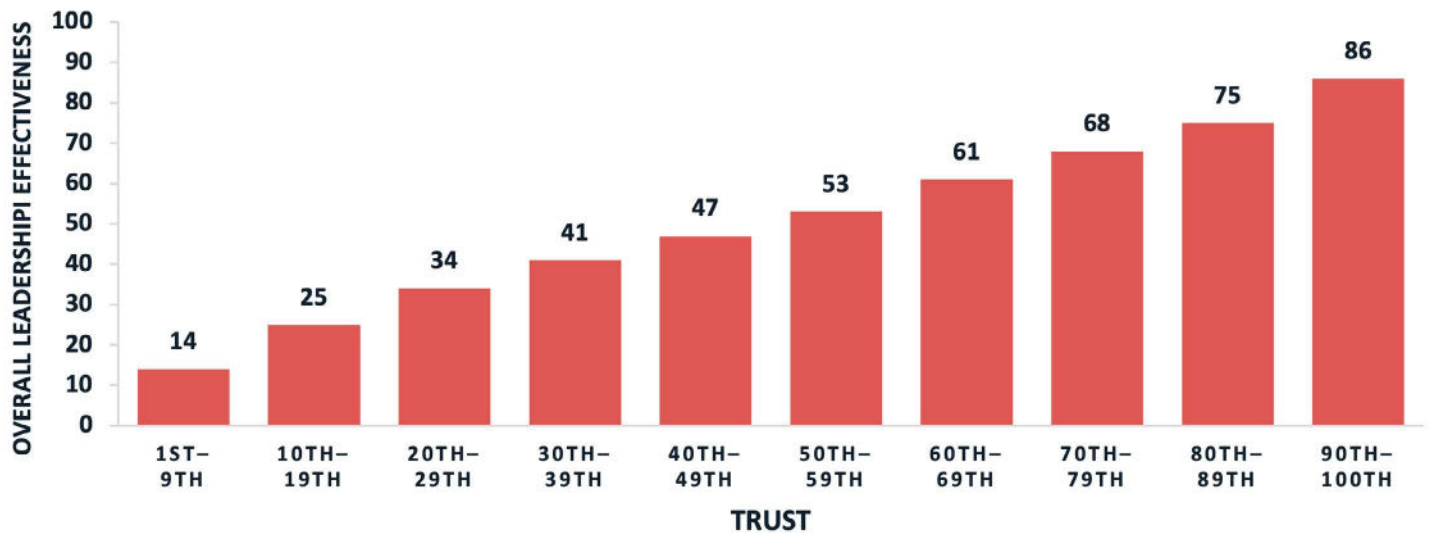
360 Trust Assessment – The most efficient way to gather anonymous data from managers, peers, direct reports, and others on a participant's level of trust and effectiveness.

Team Trust Assessment – Designed to measure the level of trust in the team and the three trifecta elements. It also measures employee engagement, revealing the impact of high and low levels of trust.

Individual Trust Assessment – Focused on helping individuals understand their preference and effectiveness on the three trifecta elements.

IMPACT OF TRUST

on Overall Leadership Effectiveness



“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:

- Trust Assessment and Report (Self, 360, or Team)
- Trust Development Guide
- Zenger Folkman Resource insights to support developing trust
- *Optional*—Book: *The Trifecta of Trust* by Joe Folkman



FLEXIBLE FORMATS

Development Experience may be customized to fit organizations needs.

Individual Development Experience

- Self-Assessment

OR

- 360-Assessment

Team Development Experience

- Team-Assessment



DELIVERY OPTIONS

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



CERTIFICATION

Certification options available.