

Building Trust in the Age of Trust-Busters

Synopsis:

Trust forms the basis for ethical personal and professional relationships. Through discussion of the attributes of trust, attendees will learn how ethical organizations succeed in spite of new challenges and risks they face. Attendees will learn how to demonstrate trust and authenticate their relationships. This is an interactive program involving discussion of case studies and audience participation.

Learning Objectives:

Attendees will learn the value of ethical behavior and how to build trust in order to develop authentic relationships.

We will:

- Discuss ethical traits in ourselves and others
- Review studies that demonstrate the advantages of building trust, and,
- Learn how good ethics directly impacts corporate profitability.

The review and discussion of case studies will demonstrate how ethical traits come to bear on business decisions.

Building Trust in the Age of Trust-Busters Outline

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| I. | Welcome and introduction | 5 min. |
| II. | Building trust | 10 min. |
| | a. Advantages | |
| | b. Barriers | |
| III. | Impact of relationships based on trust | 15 min. |
| | a. Employer/employee relationships | |
| | b. Profitability | |
| | c. Expectations | |
| IV. | The New Agent Case Study | 15 min. |
| V. | Lessons Learned | 10 min. |
| | a. Ethics as a professional and personal value | |
| | b. How to build trust | |
| VI. | Wrap-up & evaluations | 5 min. |

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