



SYSTEM OF TRUST LLC

Affiliate of THE WARREN COMPANY

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TRUSTED TO LEAD

WORKSHOP FOR SENIOR EXECUTIVES & ORGANIZATIONAL MANAGERS

Why is this Workshop Important?

Seattle Program: [Sign Up Here.....](#)

- ◆ Most organizations rely heavily on *collaboration* – within teams, across functional units, or in alliances -- as a means of producing results at multiple levels in their organizations.
- ◆ Trust is essential because it is the foundation of *all* collaborative enterprise.
- ◆ Having strong trust can create a 25% competitive advantage.
- ◆ However, for most managers, Trust is “mysterious,” often referred to as “chemistry.” This has been a “soft” aspect of management, filled with conflicting advice, platitudes, and seemingly vague or fuzzy methods and processes.
- ◆ Years of in-depth work in building, managing, and repairing collaborative ventures has culminated in an Architecture of Trust that will produce highly effective internal and cross-boundary relationships.
- ◆ This breakthrough architecture can be systematically implemented replicated, diagnosed, and taught to executives, technical people, and staff personnel, to produce consistent results.

What Benefits Can I Expect?

During this Workshop you will:

- ◆ Discover the Economic Costs of Distrust and the real value of Trust
 - ◆ Understand how Four Forces Drive All Of 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
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One Day Workshop: What Topics will be Covered?

In these key topic areas you will learn via a hands-on, interactive one day* workshop environment where you can address real issues you and your team are dealing with Now!

1. The Economics of Trust: A Powerful and Simple Cost/Benefit Analysis
2. Why Values, & Ethics Statements are have limited effect in building trust
3. How Legal Agreements and Traditional Negotiations Drive Distrust
4. Leverage the Four Driving Forces of Human Behavior, Making Trust a Natural Act
5. Detect and correct Number One (and most frequent) Cause of Distrust
6. Seven Types of Distrust and How to Prevent them
7. Seven Types of Trust, and How to Create and Build on Them
8. Use Three High Impact Engagement Tools to build strong Trust
9. Using Trust to Drive Innovation and Collaboration
10. How to work with your Legal Staff to limit and potentially prevent trust breakdowns
11. Early Warning Signs that signal a Trust Breakdown is ready to happen
12. Identifying and neutralizing the Untrustworthy at the earliest stage of interaction
13. What the HR staff must do to accelerate trust building
14. Three Things All Great Leaders Must Do Well

Bonus: Twelve Most Effective Actions to Create Trust

Who should Attend?

This Workshop has been extremely valuable to:

- Senior Executives and Boards of Directors
- Team, Project, and Organizational Leaders
- Strategic Alliance and 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

Workshop Leader:

Robert Porter Lynch is widely regarded as one of the leading experts in the field of strategic alliances and collaborative innovation. Using these unique experiences, he and his team of professionals have discovered many heretofore unpublicized frameworks, processes, best practices, and insights that produce remarkable results.

He has written several of the seminal books on collaboration and alliances. More than 25,000 senior level executives and managers have attended his workshops and coaching sessions.

He has consulted internationally for a wide variety of Fortune 500 corporate clients in the high tech, pharmaceutical, energy, and consumer products industries, as well as with many small businesses, not-for-profits, and government agencies.

* A more limited agenda will be custom tailored with you for ½ day workshops

What Others have Said About This Workshop:

From Trust Authorities

- Robert Porter Lynch has discovered the missing code on Trust. Despite my initial skepticism ("Oh no, not trust again!) his new approach to trust is exceptional. There's an important difference between subject matter experts and real groundbreaking thinkers; he's definitely the latter. If there were one resource I'd turn to on matters of Trust, Mr. Lynch would be that thinker. -- Paul G. Stoltz, Ph.D. Author, *The Adversity Advantage and Adversity Quotient* & CEO, PEAK Learning, Inc.

From Senior Executives

- Thank you for your passion and wisdom by faithfully speaking the truth to business people! These messages are critical at such a time as this!! -- Michael Allen, CEO, Ventura Mfg.
- If I'd had this earlier in my career, it would have saved me millions of dollars – Malcolm De Leo, Vice President, Daymon Worldwide
- Not only is our team using this every day; I took it home and discussed with my wife and kids. Our lives are being shifted by the approach. – Director of Non-Profit Organization
- The bad news is: I now see why our organization is so dysfunctional. The good news is: I now know exactly what I need to do to fix it! – Senior Vice President
- I got four big take-aways from this:
 - First, I now understand why trust has broken down so many times, and the role I inadvertently played.
 - Second, I feel empowered to take the right corrective action.
 - Third, I realize I can reclaim my birthright to trust – and that's so inspiring.
 - And last, I won't be naive and trust like a blind fool. – Senior Account Manager
- "Our team can't stop talking about it -- it's having a profound effect" – Senior Director

From Universities

- First breakthrough on trust I've seen in years. 4-Drives Model is better than Maslow's Hierarchy -- David Burt, Chairman Emeritus, SCMI, USD Business School
- The most compelling and insightful framework about trust yet – Paul Lawrence, Professor Emeritus, Organization Behavior, Harvard Business School

From Supply Chain

- This is the most practical & useable approach we've used. Can't wait to see the whole book. – Supply Chain Director
- An "eye-opener" – Procurement Manager

From Government

- This will make a major difference in the way we think and act – Senior Director of Government
- I'm printing the Trust Ladder in super-size and posting it behind my desk. Anyone who comes in and acts "below the belt" must turn around and leave. – High Ranking Federal Official

From Strategic Alliance Professionals

- Fabulous, this gave me insight into how I will withstand the onslaught of distrustful disruptions in my life – Senior Account Manager
- The Trust Workshop was truly a life-changing epiphany for me. It was awesome. You made trust so easy to embrace. Thank you many times over! – Senior Account Manager
- We can now raise the trust issue without the fear that someone might go ballistic. – Alliance Manager
- Too often people complicate things and make it difficult to talk about it. You have simplified this issue without dumbing it down. – Christine, Nationwide Insurance

System of Trust

- Exhilarating and Inspiring, this is the next breakthrough in alliances and human relationships. The Architecture of Trust in a Grand Unifying Principle that makes sense of lots of seemingly disparate phenomenon and ideas. It lets us break through the fog and make see some powerful realities. – Tom Halle, Hitachi
- An eye-opener that has application beyond alliances. – Susan Wright, USAA Insurance
- This was terrific – you really hit a home run on this – Alliance Manager, Walt Disney Corporation

From Innovators & IT

- We all would have enjoyed a full week of absorbing information from your vault of knowledge and experience. I've seen my share of presenters over the years who've succeeded in delivering content, making a difference, and providing a learned point of view of the subject matter. However, I've never felt more compelled by one person's passion for the content's scope, and their "call-to-arms" approach to how we carry ourselves as humans in general. Thanks so much for the inspiration. -- John Countey, Business Manager, Daymon Worldwide
- Thank you for helping find a powerful new way to make a difference – Kevin Gangel, Branch Manager, Sapphire Technologies
- I have already begun to see the effects through our team's increased camaraderie, openness, and collaboration. The great thing is that we are seeing that the lessons are being applied into action already. Several team members commented on how this workshop was "better than any class" and "ranked at the top compared to past team events". We are making a POWERFUL difference!! Our team will never be the same after this experience! -- it's having a profound effect -- Cassie Kutzli, Business Innovation Manager, Daymon Worldwide
- My whole team is being reenergized – Innovation Team Leader

From Mediators

- Thank you from the bottom of my heart – you opened my eyes to something we've been missing in our work – Gail Hope, Conflict Management Mediator
- You've given us the missing things I've been seeking for all my life. You've linked together in a masterful way what seemed so disparate. This whole day was moving and inspiring – I feel expanded and enriched. I was so excited about everything when I returned home I have not stop thinking about this. Thank you from the bottom of my heart. – Lynda Telford – Mediator, Negotiator
- We are always looking for something new that will help our work – there's been a hole for me that I couldn't put my finger on. This material is rich and empowering to help us face the work and are so passionate about – Wendie Hassen, Conflict Management Mediator
- Just Awesome! This will change my practice – Maureen Curran, Energy Resources Conservation Board
- Fabulous! This really opened my eyes to a whole new set of possibilities – Cynthia McCarthy, Mediator
- I've been using this in the field every day. It really works – Sharon Seiler, Mediator
- Thanks for your life-changing presentation!!!! I learned so much. God Bless -- Duncan McGregor, Alberta Arbitration and Mediation Society
- Truly a moving experience for our members. It is clearly the next wave of value past win-win thinking. – Paula Drouin, Exec. Director, Alberta Arbitration & Mediation Society
- I am forever grateful for giving me a better way.... I've already had a chance to use it with a couple of my mediation clients and found it very helpful. -- Sylvia Thomas, Family Mediator