



SCHOOL OF BUSINESS

UNIVERSITY OF ALBERTA - SCHOOL OF BUSINESS
and ROBERT PORTER LYNCH
April 23-24, 2014 Calgary Campus

To Register contact:
Namita Rai
namita1@ualberta.ca
or call 403-718-6379
Cost: ~\$1300 USD
plus tax

ECONOMICS OF TRUST

HIGHLIGHTS of the 2 DAY SESSION offered by EXECUTIVE EDUCATION

Value Proposition

1. Discover how High Trust can yield a 25% Competitive Advantage to your company
2. Become adroit at using High Impact Leverage Points in your organization that can increase profitability by a factor of 50% or more with very little investment.
3. Learn the “Trust’s Impact on Profit®” Method of calculating potential profit improvement.
4. Harness the Four Key Drivers of Human Behavior in the right order to achieve breakthrough results
5. Use the Eight Key Factors for Success to produce outstanding results
6. Lower Risks by up to 30% by activating the Missing Ingredients in Risk Management
7. How to be a “Trust Architect ” to design a High Performance, High Innovation Team that can:
 - reduce projects that come in over-schedule and over budget by 20% or more
 - increase employee job satisfaction and engagement by 20% or more
 - lower employee turnover to less than 5% without increasing pay scales
8. Why 90% of Lean Management Initiatives fail, and how to reverse that percentage.
9. How to double or triple the innovation flow out of your supply chain without adding any additional cost.
10. How to spot destructive managers and employees and prevent them from creating turmoil.
11. Why rewarding individual employees with money can sometimes backfire.

Agenda -- Unlocking the Economic Power of Trust

- Part One: Economic Power of Trust – Why the Magnitude of Trust has gone virtually unnoticed*
- Part Two: Nature of Human Nature – Unlocking the Mystery of Human Behavior on Productivity*
- Part Three: Trust’s Impact on Profits – the High Impact Leverage Points to Gain Advantage*
- Part Four: Creating Competitive Advantage – Creating High Performance & Innovation*
- Part Five: Great Misconceptions & Avoiding Real Dangers – Re-aligning Mind-sets & Solution-sets*
- Part Six: Leading Indicators –Critical Metrics that Drive Productivity & Financial Performance*

You Will Learn:

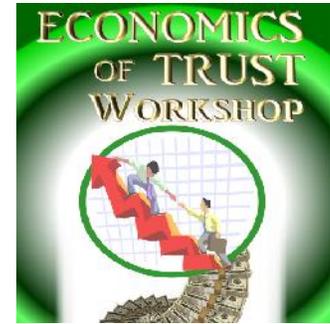
This is a hands-on, interactive workshop where you can address real issues you and your team are dealing with now!

- The Economics of Trust:
 - a powerful and simple cost/benefit analysis
 - how to gain a 25% competitive/economic advantage
- What Root Cause economic analysis reveals about real costs
- How adversarial relationships trigger enormous cost escalations
- How extensive legal agreements actually increase costs
- How to work with your legal staff to limit or prevent trust breakdowns
- How to leverage the four driving forces of human behavior, making trust an economic and competitive advantage
- Detect and correct number one (and most frequent) cause of distrust
- How not all trust is created equal
 - different types of trust
 - how to create and build on each type of trust
- How to use high impact engagement tools to build strong trust
- Using trust to ferret out wasted effort and drive productivity
- Early warning signs that signal a trust breakdown is imminent
- Identifying/neutralizing the untrustworthy at an earliest stage
- Core characteristics of individuals that innovate and reduce costs
- What HR staff must do to accelerate trust building & cost reduction

Bonus: Twelve Most Effective Actions to Create Trust

Who Should Attend?

- CFOs, Financial Managers & Risk Managers
- CEOs of Small-Medium Sized Businesses
- Procurement and Supply Chain Management
- HR & OD Directors that desire the “strategic edge”
- Marketing & Sales Executives
- Alliance and Acquisition Specialists
- Contract Managers, Lawyers, Accountants
- Construction Managers, Architects & Engineers, Project Managers



*Bring your
internal team,
alliance partners,
or customers to
gain rapid
traction*

*Over 3,000 senior
managers and
executives have
attended Mr. Lynch's
"Trusted to Lead"
series of workshops
in the last 3 years.
Their collective
analysis of the
economics of trust
has led to many of
the powerful
conclusions we will
share in this program.*

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 Human Behavior, and how these forces can either create or eliminate invisible costs
- Identify the Primary Causes Of Distrust, and the Seven Typical Trust “Busters” that can be prevented or eliminated
- Ferret out the biggest yet Invisible Costs in your organization, then gain alignment to chisel away at costs, while creating more innovation
- Be able to Recognize People that will either be highly capable of sustaining trust, or will destroy it time and again
- Engage the Legal & Procurement Teams in a way that will enhance your trust building and innovation capability
- Learn the Early Warning Signals that will enable you to foresee impending cost-creators before they escalate
- Hire & Retain people who will be the best at reducing costs and creating competitive advantage
- Eliminate the Failure Factors in implementing LEAN management

What Others Have Said About Robert Porter Lynch’s work:

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*, PEAK Learning, Inc.
- Robert Porter Lynch may be one of the best trust thinkers you haven't heard of. – Charles H. Green, Author: *The Trusted Advisor*
- Robert Porter Lynch is my “Trust Advisor” – Michael Kerrigan, Author: *Characters with Character*

- Robert Porter Lynch is one of the Top 100 Thought Leaders – Barbara Kimmel, *Trust Across America, Trust Around the World.*

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
- Robert Porter Lynch's work is the "gold standard." His work has inspired many of us in Dow Chemical to see our world in a whole new light. -- Curtis Volkmann, Director, Corporate Venturing, Dow Chemical

- 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 know 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
- Robert Porter Lynch is the ‘gold standard.’ – Curtis Volkman, Sr. Director of Innovation, Dow Chemical.

From 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
- Robert definitely knows his stuff. He is highly informed, and highly involved in real life practice of the material. He's not just an academic studying it; he is an applier of it. – Tom Davis, Assistant Deputy Minister, Canadian Provincial Government
- Robert has significant depth and breadth of scope and understanding of the material covered; what vast amount of knowledge - WOW! He has energy and passion. He was forthright with opinions. He had a genuine desire to help. – Assistant Deputy Minister, Canadian Provincial Government

From Universities

- The most compelling and insightful framework about trust yet. Robert Porter Lynch's "Architecture of Trust" is unexcelled in its thoroughness, depth of understanding, scientific structure, and strategic value. Lynch is an enlightened realist whose insights have enormous potential not only to empower leaders to bring forth the very best in others, but also to serve as a foundation for renewing our belief in business itself. This work transcends the superficial treatment we’ve given the subject of trust for too many years. – Paul Lawrence, Professor Emeritus, Organization Behavior, Harvard Business School
- First breakthrough on trust I've seen in years. 4-Drives Model is far better than Maslow’s Hierarchy. -- David Burt, Chairman Emeritus, SCMI, USD Business School

From Strategic Alliance Professionals

- Fabulous, this gave me insight into how I will withstand the onslaught of distrustful disruptions in my life – Senior Account Mgr
- 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
- An eye-opener that has application beyond alliances. – Susan Wright, USAA Insurance
- 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
- 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

- This was terrific – you really hit a home run on this – Alliance Mg, Walt Disney Corp.
- Robert Porter Lynch is the grandfather of alliance best practices. He singlehandedly started the Association of Strategic Alliance Professionals and continues to share alliance best practices with many hundreds of alliance executives to this day. He helped me personally get started in this area and I owe him a huge debt of gratitude. If you are ever lucky enough to be invited to one of his seminars then grab it! It will be the best alliance time you have ever spent. Thanks a million for all the help and support you gave me when I started out and you continue to offer. -- Mike Nevin, Founder, Alliance Best Practices, United Kingdom

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. My whole team is being reenergized -- Cassie Kutzli, Business Innovation Manager, Daymon Worldwide
- #### **From Mediators**
- Truly inspirational. Thank you so much for providing such an original and thought-provoking approach to collaboration and innovation. -- Thomas Harding, PhD, PEng, Technology Senior Advisor, Nexen Energy
 - 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 & 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

From Human Resources

- A most entertaining and engaging presentation. What an amazing amount of effort went into the research and your ability to relate a difficult topic to a wide audience. We will be using the Ladder of Trust as part of our Core Values of 'trust, respect, and communication.' -- Donna Smith, Manager Learning & Development, Clarke Builders
- 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
- Many years ago I attended your course on Strategic Alliances and bought the book you'd written. As professionals we read so many books, but few really have content which stays embedded in our thoughts. Some of your robust and structured frameworks form the basis of how I operate ... being naturally reflective of relationships and collaboration ... these have really assisted me in my career. I wanted to say thanks – Sesh Sukhdeo, Transformational Leadershi

About Robert Porter Lynch

For the last twenty five years, Robert has been a passionate champion for unlocking the power of collaboration, innovation, strategic and trust.

His extensive probing into these fields has resulted in the "Architecture of Trust," which details many practical, down-to-earth strategies and practices that consistently produce powerful results.

His ground-breaking Architectures in Strategic Alliances and Collaborative Innovation have led to a potent set of best practices that now underpin thousands innovation alliances around the world - - consistently achieving extremely high success rates. His extensive work in collaborative environments has yielded many of the lessons and learnings that have helped crack the trust and synergy codes.

Robert has trained over thirty thousand executives around the world, and has consulted for major corporations in wide variety industries ranging from aerospace, automotive, bio-pharma, energy, financial services, government, health care, high tech, medical devices, petro-chemicals, and telecommunications, as well as advising numerous governmental institutions in Canada and the U.S.

He is the Founding Chairman of the Association of Strategic Alliance Professionals and teaches Executive Development at the Universities of Alberta, British Columbia, and San Diego. He is the author of several books, and holds degrees from Brown University in International Relations and Harvard University in Organization Development. His *Trusted to Lead* trilogy – *Senior Executive's Guide to the Economic and Innovative Power of Trust*, *Building a High Performance Team You Can Trust*, and the *Economics of Trust* will be published in late 2014.

RobertLynch@WarrenCo.com
Empowering Bold New Futures



Please join me in creating the "Trust Alliance" to elevate the course of history, the destiny of nations, the purpose of leaders, and the fate of people by the end of the decade."

