



TRUSTED

TO

LEAD

WORKSHOP

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TRUSTED to LEAD

Why a Trusted to Lead Workshop?

Great Leadership is Built on Trust

All high performance organizations, 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 "to soft" to be taught in business schools or leadership courses.

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, his work has been recognized across the globe.

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Great Trust Advantage:

Our analysis based on over 2000 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 Economics of Trust:

High trust has massive economic impact, because it dramatically lowers non-value added work, enables high levels of speed, integration, and productivity. But most importantly, high trust costs almost nothing, therefore the return on investment is massive.

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. This highly functional strategy is the E=mc² of human behavior. By using a behavioral model for trust, we simultaneously make a significant inroad into the prevention of leaders being trapped in false beliefs about what truly unleashes human energy.

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 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.



Accelerating Innovation and Productivity:

Across the board executives too often discover their well-intended efforts to launch innovation initiatives are met with resistance, and failure. Most have no understanding that resistance to change is caused by lack of trust. We show exactly how to use trust to generate high levels innovation and productivity, 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 reasons most employees leave an organization because trust has become depleted.

AGENDA

1. IMPORTANCE OF TRUST

Problems & Pervasiveness of Trust
Trust in a Fast Changing World

- Workgroup Action Plan

2. TRUST IMPACT ANALYSIS

Importance of Trust
Economics of Trust

- Workgroup Action Plan

3. CAUSES OF DISTRUST

How the Brain Reacts to Fear
Trust and Human Nature

- Workgroup Action Plan

4. SYSTEM OF TRUST – TRUST BY DESIGN

Ladder of Trust
Building Trust – Operating Principles
How to Hire & Promote

- Workgroup Action Plan

5. APPLICATIONS OF TRUST ARCHITECTURE

Choosing the High Trust Team
Co-Creative Negotiations
Collaborative Innovation
Alliances & Acquisitions

- Workgroup Action Plan

6. OBSTACLES

Beware the Untrustworthy
How to Deal with the Untrustworthy

- Workgroup Action Plan

7. LEADING WITH TRUST

Championing the Cause
Shifting the Organization

- Workgroup Action Plan

**Available in
Three Formats**

- 1 Day
- 1 ½ Day
- 2 Day



**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.



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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
- Why values, & ethics statements have limited effect in building trust
- How legal agreements and traditional negotiations drive distrust
- 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
- How to work with your legal staff to limit and potentially prevent trust breakdowns
- Early warning signs that signal a trust breakdown is ready to happen
- Identifying and neutralizing the untrustworthy at the earliest stage of interaction
- What the HR staff must do to accelerate trust building
- Three things all great leaders must do well
- Bonus: Twelve Most Effective Actions to Create Trust

“Exhilarating and Inspiring! This is the next breakthrough in trust and human relationships.

The “Architecture of Trust“ is a Grand Unifying Principle that makes sense of lots of seemingly disparate phenomenon and ideas.”

– Tom Halle, Hitachi

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 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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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 alliance team 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.

Using these two strategies is why our workshops are so successful.



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.

CEO of The Warren Company and 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 a holistic, unified, easy-to-use architecture that will culminate 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

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, 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 businesshugely important and very powerful.”

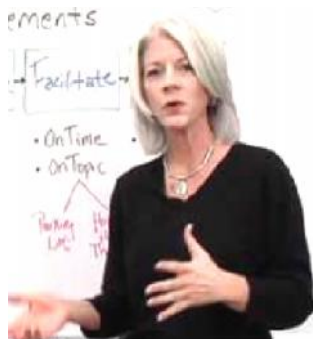
–Ninon Prozonic, Vice President, Connect America

“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 staffvery 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.

Why THE WARREN COMPANY?

Providing a Full Range of Services for Strategic Alliances & Collaborative Ventures

The Warren Company specializes in creating, implementing and revitalizing strategic alliances, joint ventures, supply chains, outsourcing, value networks, and similar collaborative or integrative business relationships.

For the last 20 years, TWC has been recognized internationally for its leading edge architectures in alliance formation and management, collaborative innovation, and trust building. We have a invested heavily in continuously performing best practices research, developing breakthrough ideas, and creating numerous proprietary methodologies to increase collaborative success. We have a fresh approach to impact each phase of collaborative development, from analysis, strategy, and planning to implementation and operations.

TWC provides services to Fortune 500 as well as smaller companies, and has trained well over 30,000 executives in our collaborative architectures. Our network of over 30 highly qualified and experienced professionals is distinguished by the fact that, in order to join The Warren Company, one must have had extensive operational experience. The Capability Building Programs we offer include:

Alliance Management Systems
Benchmarking
Best Practice Implementation
Capability Building
Channel Management
Collaborative Innovation
Collaborative Strategy
Contract Structuring
Diagnostics & Assessments
Education & Training
Executive Briefings
Exit Strategies
Integration Advisory Services
Human Resource Consulting
Health Care Reform
Marketing & Sales Alliances

Mediation Services
Metrics for Collaboration
Negotiations Assistance
Networked Enterprises
Portfolio Management
Regenerating Existing Alliances
Sales & Distribution Networks
Strategic Out-Sourcing
Strategies & Scenario Mapping
Supply Management Alliances
Transformation Strategies
Trust Rebuilding
Value Chain Reengineering
Value Propositions
Value Migration Analysis
War Gaming for Alliances

We are NOT Consultants; we are *Resultants* – “Architects & Capability Builders“ who deliver a tested and effective strategic system and process methodology that harnesses the innovative power of differentials across internal and external boundaries.

- We Design/Co-Create Collaborative, Alliance & Trust based Innovation Systems
- We Give Clients Long-Term, Sustainable Capabilities that Produce Results



While we do analysis and give advice, neither are our primary purpose – our job is to co-create, with our clients, the most sustainable, regenerative system of useful competitive advantage through our Collaborative Innovation Architecture™