

*Inspire a***CULTURE OF TRUST™****HELPING LEADERS INTENTIONALLY SHAPE A HIGH-TRUST CULTURE**

Leaders create culture. What they value gets valued. What they reward, punish, tolerate, and reinforce becomes the established norms for their team. Far too many leaders forget that their team culture is a reflection of who they are. They leave their team culture to chance. Having a high-trust team culture is not an accident. The very best leaders shape their team cultures intentionally by modeling credibility and by behaving in ways that inspire trust in those around them.

THE 4 CORES OF CREDIBILITY

Leader credibility comes from a leader's character and competence, and is built from the inside-out. There are four cores of credibility:

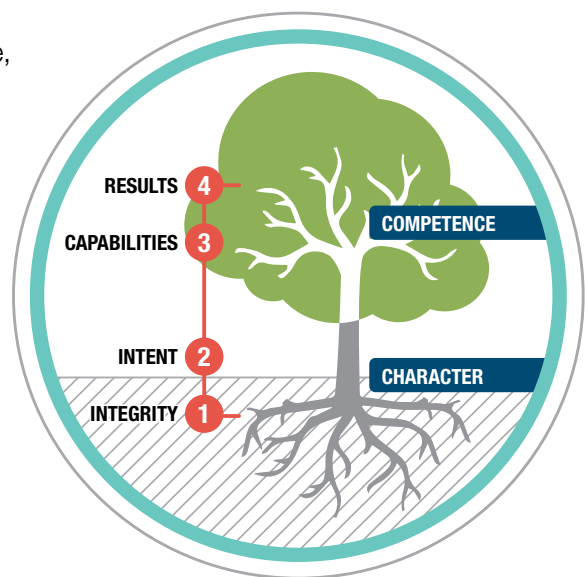
Results: What is your track record of performance?

Capabilities: Are your skills, talents, and knowledge relevant?

Intent: Are your motives aligned to achieving mutual benefit?

Integrity: Is your behavior congruent with your values?

Leaders who model the 4 Cores® of Credibility ensure their behavior is congruent with their values. Based on the best-selling book *The Speed of Trust* by Stephen M. R. Covey, the *Inspire a Culture of Trust* module builds on the key concepts of self and relationship trust and helps leaders apply them to build a high-trust culture.



THE 13 BEHAVIORS® OF HIGH-TRUST LEADERS

A high-trust culture is a function of a leader's credibility and behavior. There are 13 Behaviors that have been proven to establish relationships of trust.

1. Talk Straight
2. Demonstrate Respect
3. Create Transparency
4. Right Wrongs
5. Show Loyalty
6. Deliver Results
7. Get Better
8. Confront Reality
9. Clarify Expectations
10. Practice Accountability
11. Listen First
12. Keep Commitments
13. Extend Trust

While each behavior has an opposite, the most common mistakes are counterfeits—behaviors that look like the real thing, but like counterfeit money, are worthless and disingenuous. To create a high-trust culture, leaders not only need to model the 13 Behaviors, but actively reward and support them among their team members.

BUILDING A HIGH-TRUST CULTURE

As leaders focus on increasing their own personal credibility and behaving in ways that increase trust between themselves and others, they lay the foundations for their team culture. Leaders need to articulate to themselves and their team what they want their culture to be. They identify the team norms, values, and processes that will reinforce the team culture they want, and ensure that all team behaviors are aligned to support it. Ultimately, they create culture by what they model and support.

COMPETENCY	DESCRIPTION
Integrity	Acts in accordance with their personal values and behaves in a fair and ethical manner toward others.
Interpersonal Relationships	Is able to develop and maintain healthy and mature relationships with others. Can effectively engage with others in ways that build and sustain trust.
Effective Communication	Demonstrates competence using language that builds trust. Has the ability to use and adapt that knowledge to build culture. Identifies and avoids counterfeits.
Engaging Talent	Engages with team members in ways that create inclusion, commitment, and acceptance. Creates an environment of safety where others are empowered to innovate, collaborate, and take risks.

PRODUCT INCLUDES:

- Self-Assessment
- Participant Workbook with Implementation Plan
- Credibility and Behavior Cards
- On Demand Modules



MODULE LENGTH: 4 HOURS



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