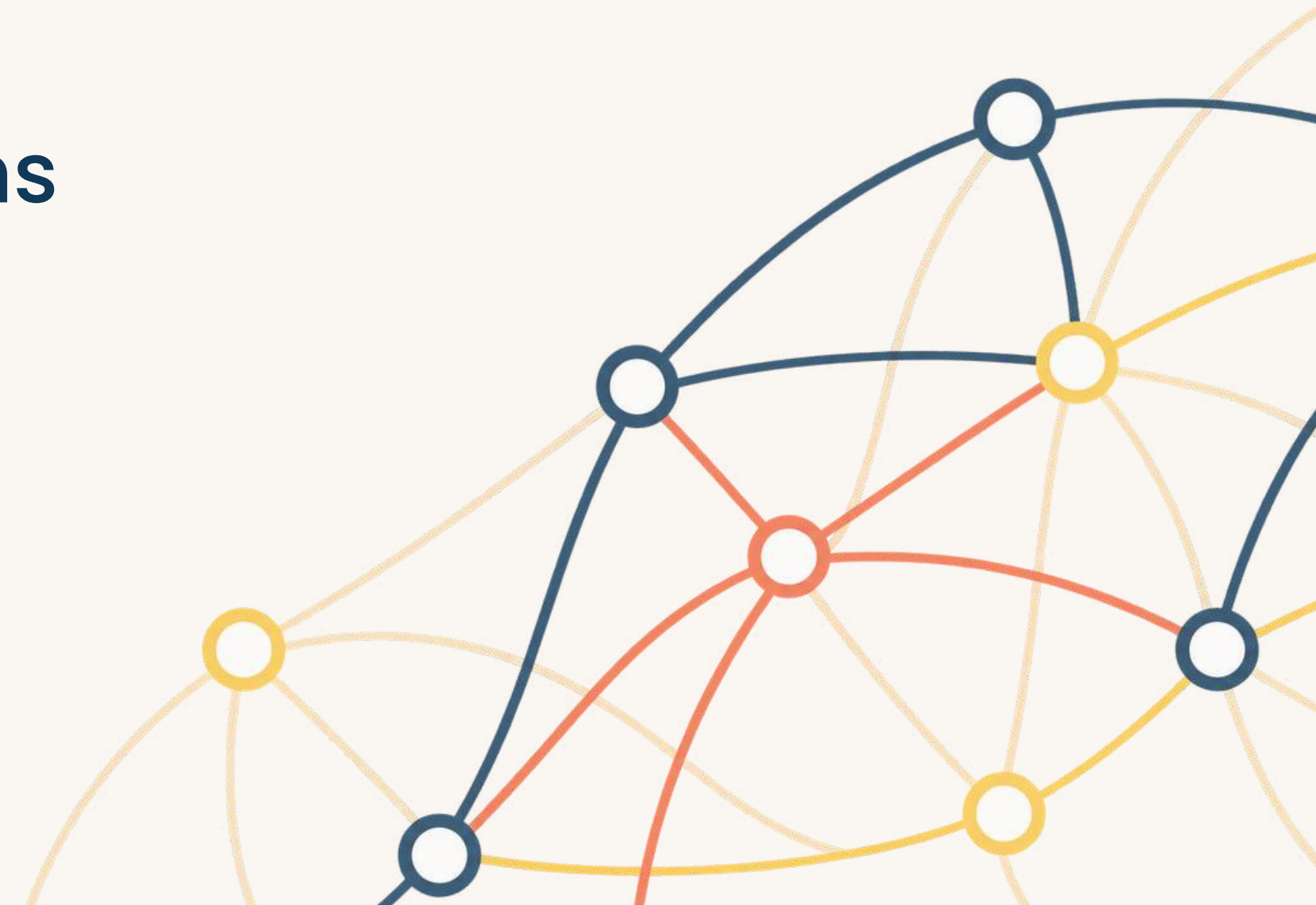


BUILDING TRUST IN CHANGING TIMES

How Leaders Can Make Trust Visible,
Practical, and Stronger in Their Teams

Matt McKenna • Jeremy Henderson

60-minute webinar



The New York Times

*Meta to Pay Up to \$17.1 Billion in
Landmark Settlement Over Social
Media Addiction Claims*

THE TYEE

**Exposing Alberta's Wilful Blindness to
AI Centre Harms**

The UCP refuses to tally risks to nature and people. This expert did it for them.

CANADA'S
**NATIONAL
OBSERVER**

**Canada's lobbying and ethics laws a
sad joke that favours corporations
over ordinary people**

THE NEW YORKER

A REPORTER AT LARGE

**TRUMP'S PROFITEERING
HITS \$4 BILLION**



Taco Bell removes lettuce from menu in US after links to explosive diarrhoea parasite

Los Angeles Times

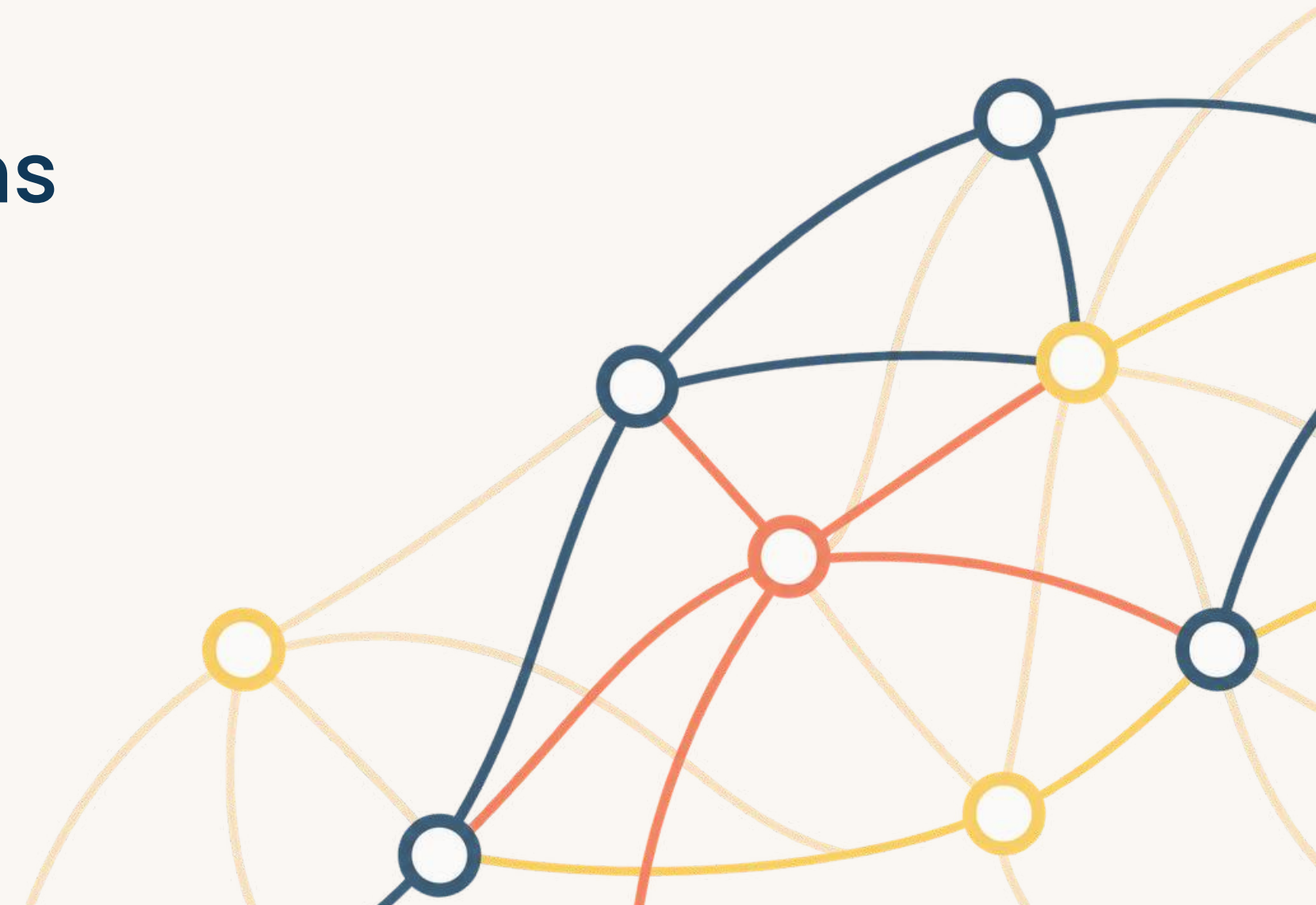
Taco Bell knew of parasite outbreak weeks before nationwide lettuce warning

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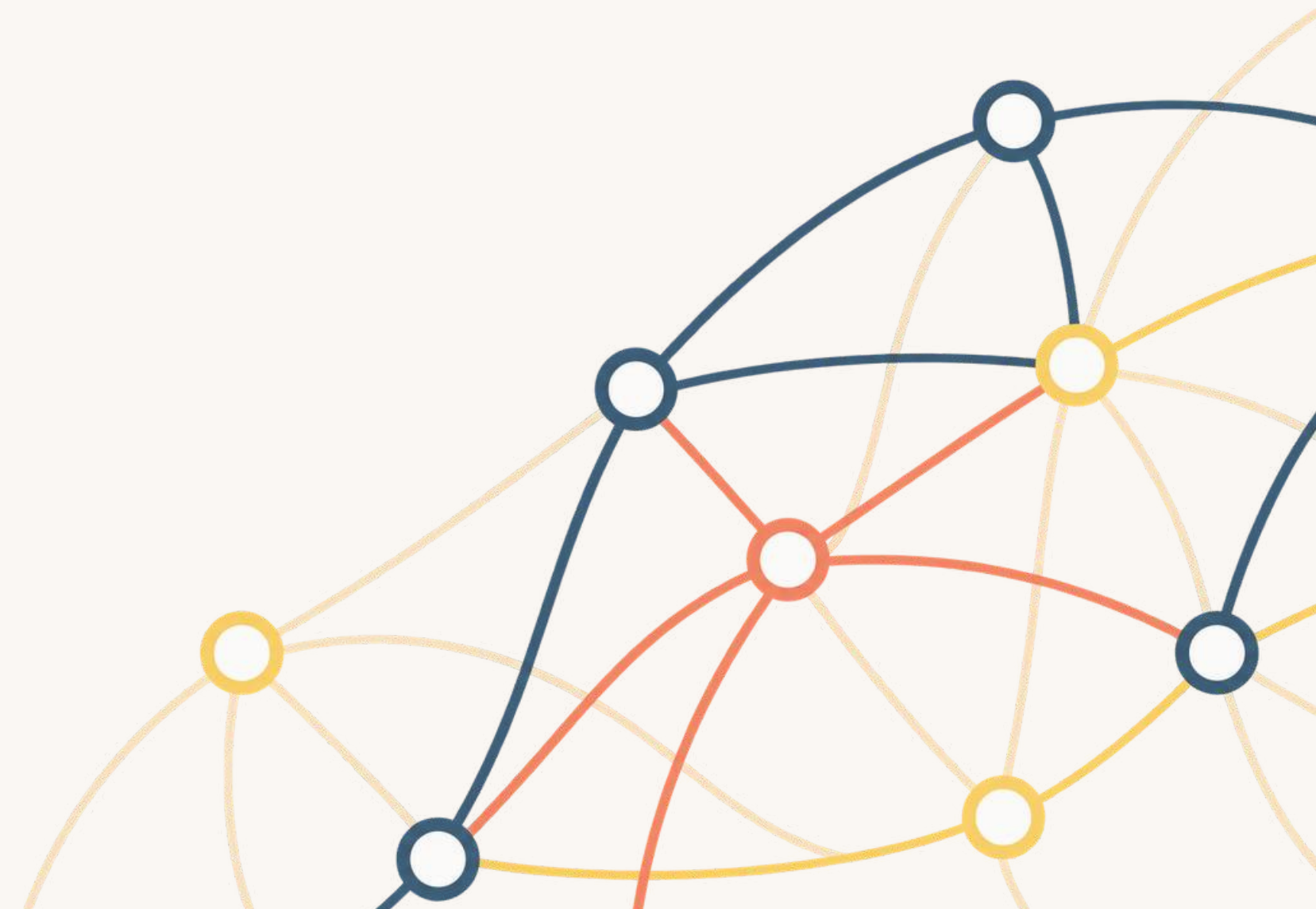
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AGENDA

- ➊ A practical definition of trust
- ➋ Identify your blindspots
- ➌ Exploration of “team trust”
- ➍ A list of targeted actions for building team trust



WHAT IS TRUST?

Trust is the willingness to make oneself vulnerable to the decisions of another.

A SEQUENCE:



THE TRUSTWORTHINESS EQUATION

CREDIBILITY RELIABILITY BENEVOLENCE

SELF-ORIENTATION

THE TRUSTWORTHINESS EQUATION

CREDIBILITY + RELIABILITY + BENEVOLENCE

SELF-ORIENTATION

DO YOU TRUST HIM?



CREDIBILITY + RELIABILITY + BENEVOLENCE

SELF-ORIENTATION



CREDIBILITY + RELIABILITY + BENEVOLENCE

SELF-ORIENTATION

THE TRUSTWORTHINESS EQUATION

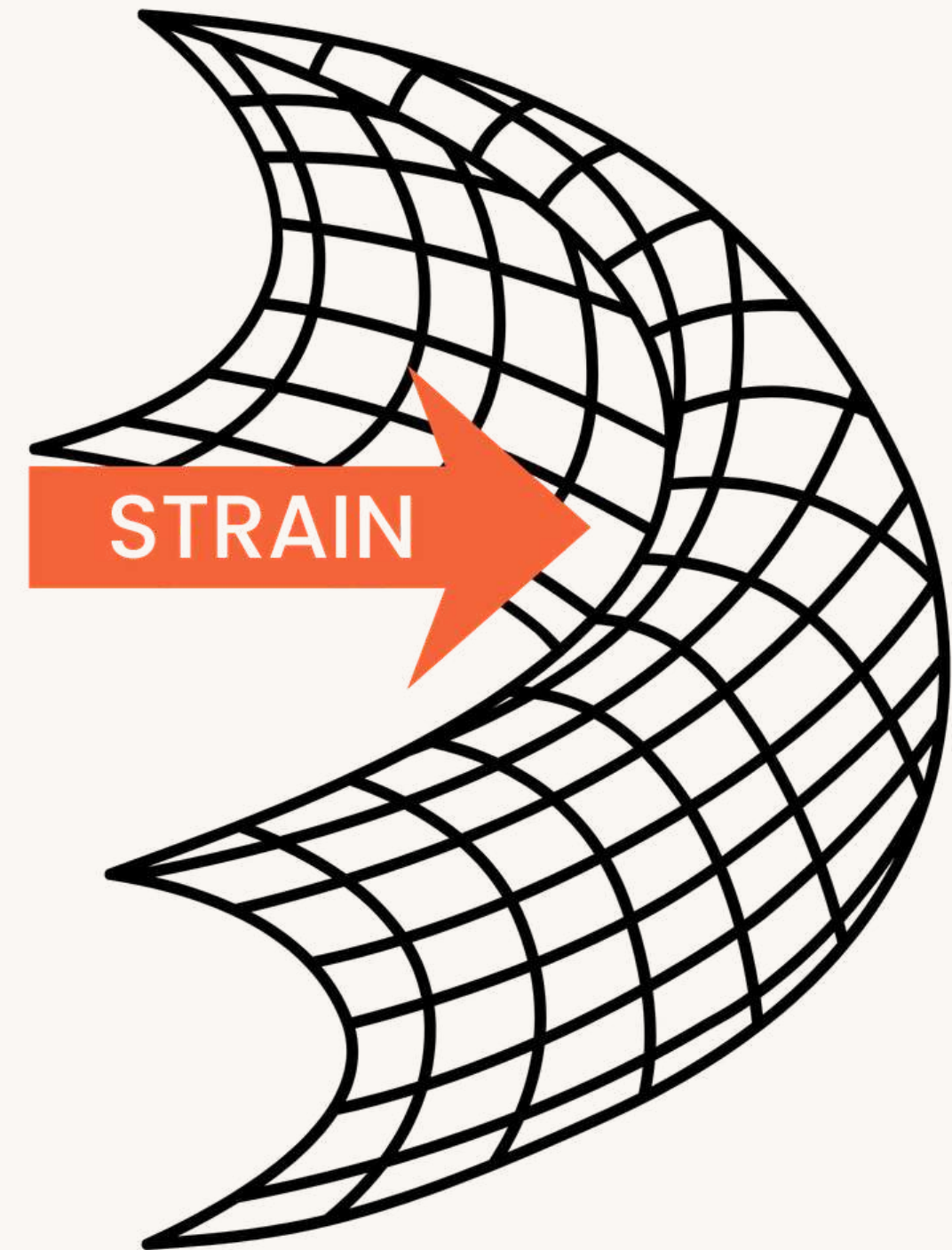
CREDIBILITY + RELIABILITY + BENEVOLENCE

SELF-ORIENTATION

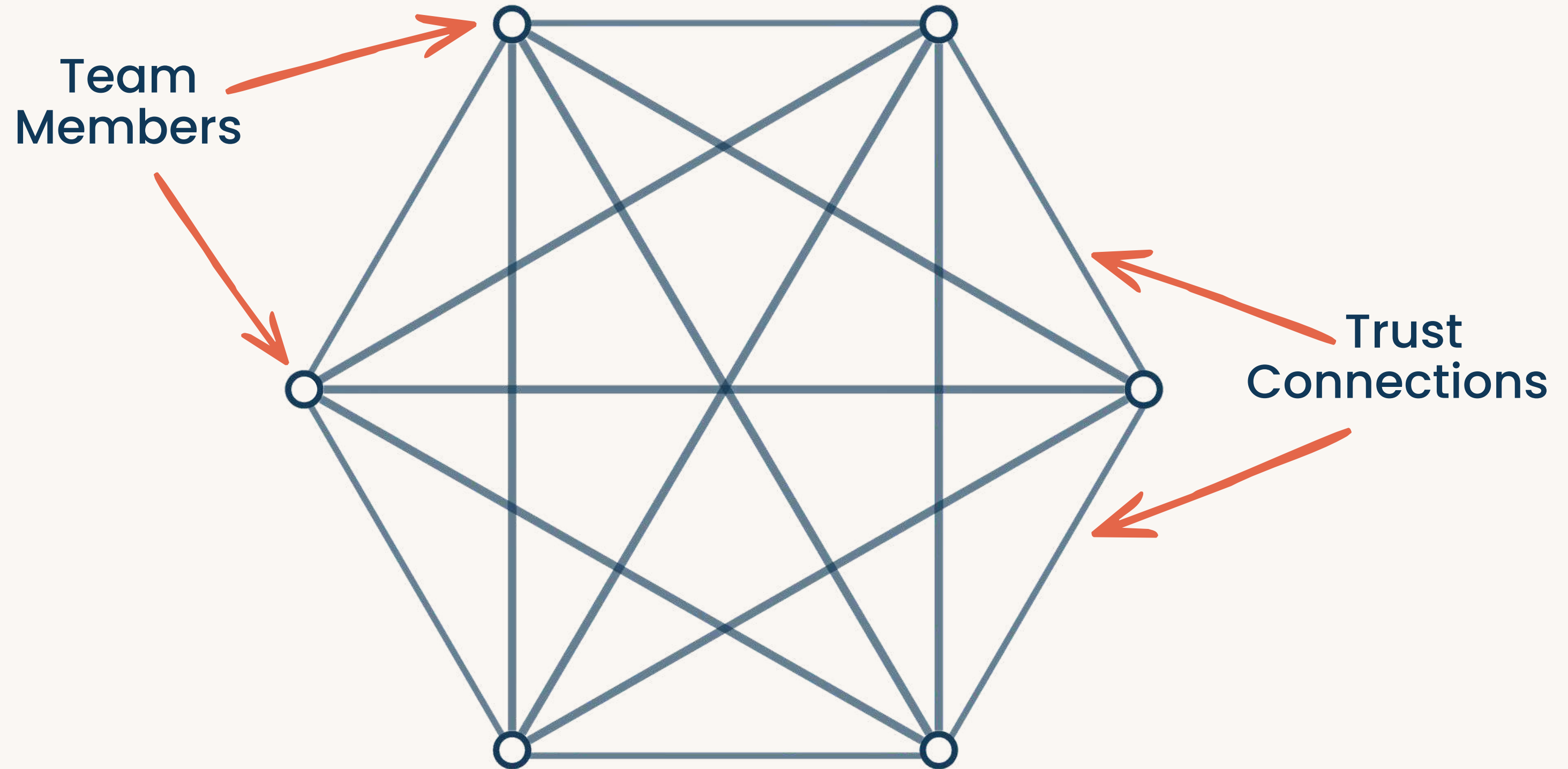
WHEN TRUST IS SLIPPING

- 1 **SENSE** that trust is under threat
- 2 **ISOLATE** the elements at play
- 3 **TEST** your assumptions
 - Ask them how they see it
 - Ask an impartial friend how they see it
 - Ask yourself: What evidence do I have?

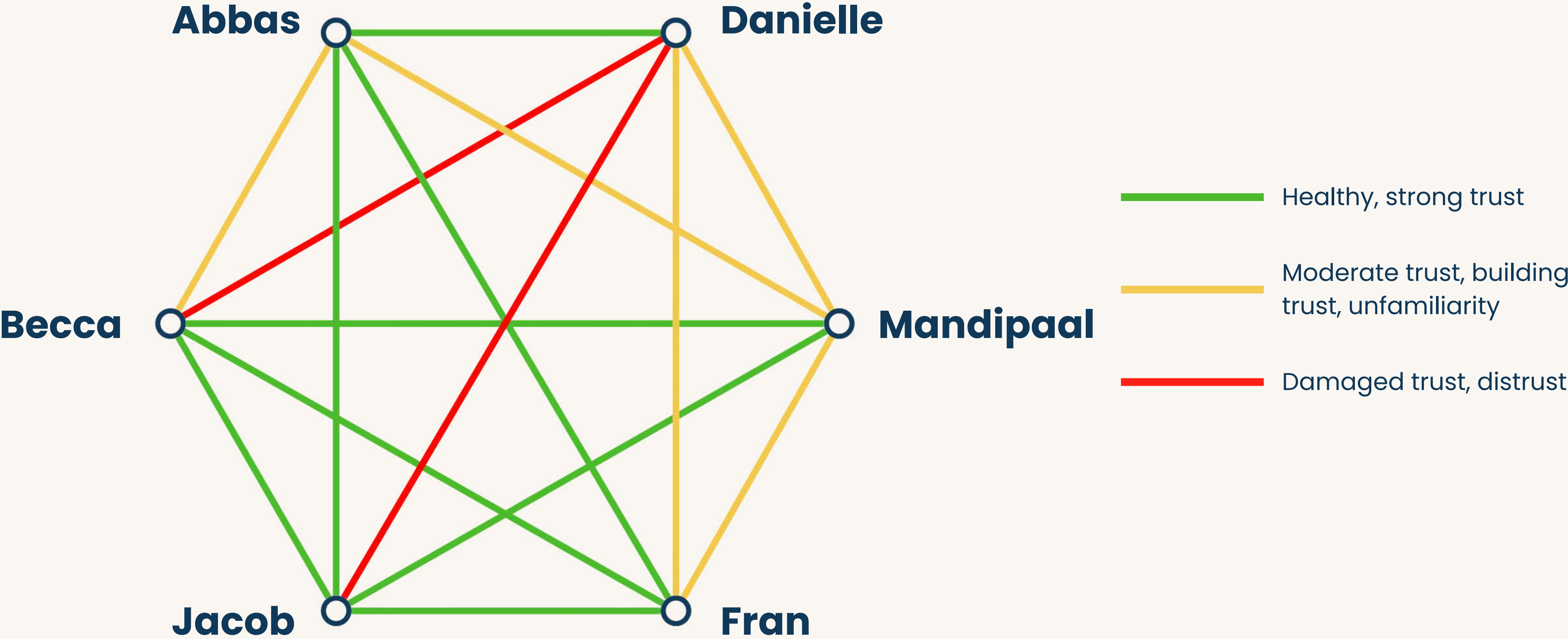
TEAM TRUST



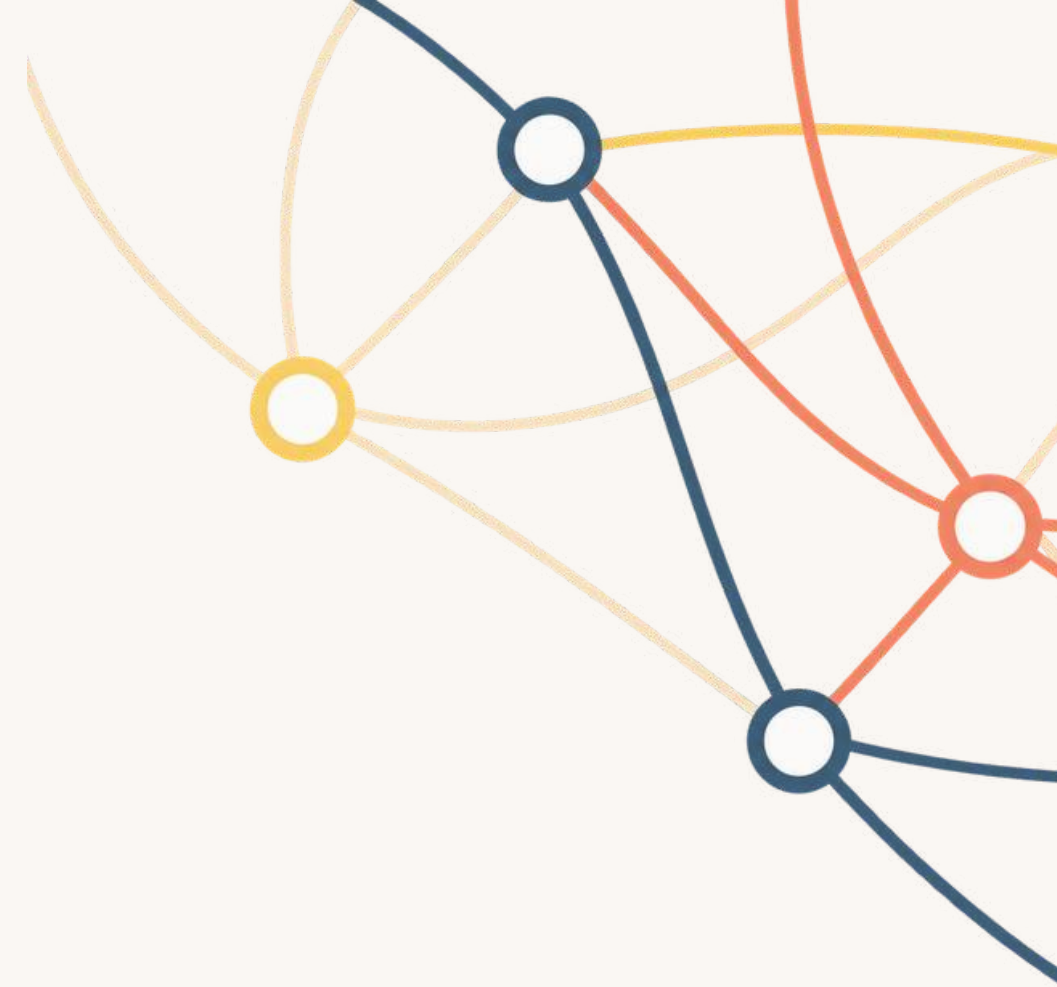
TEAM TRUST MATRIX



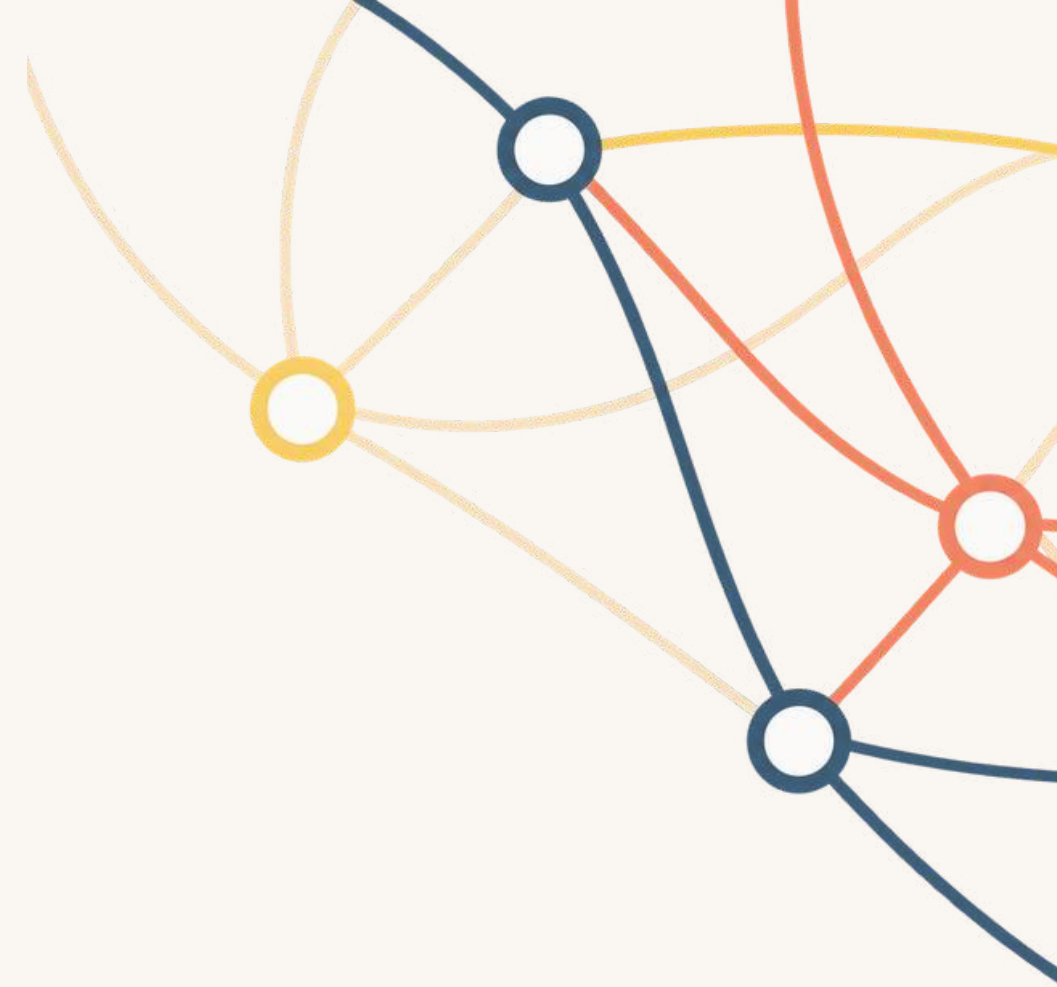
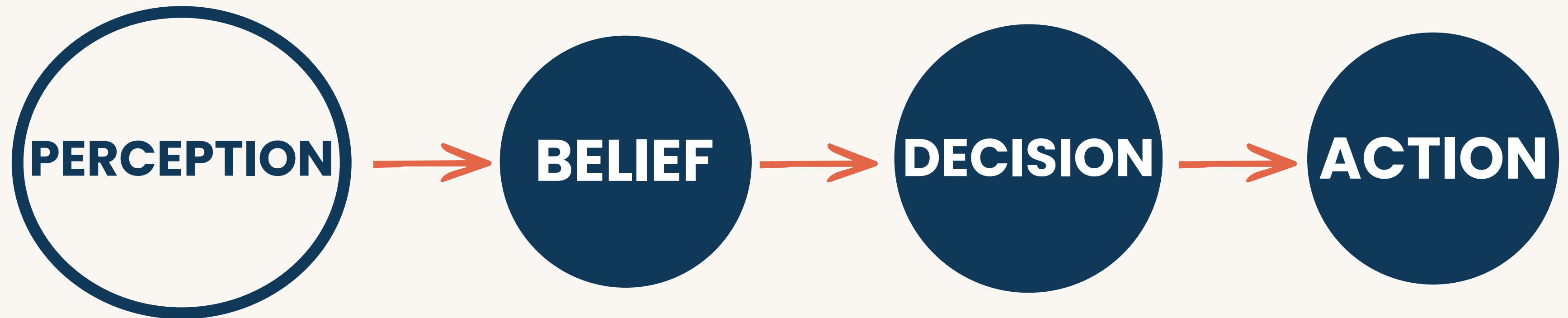
TEAM TRUST MATRIX



THE TRUST SEQUENCE



THE TRUST SEQUENCE



WORK THE EQUATION

CREDIBILITY + RELIABILITY + BENEVOLENCE

SELF-ORIENTATION

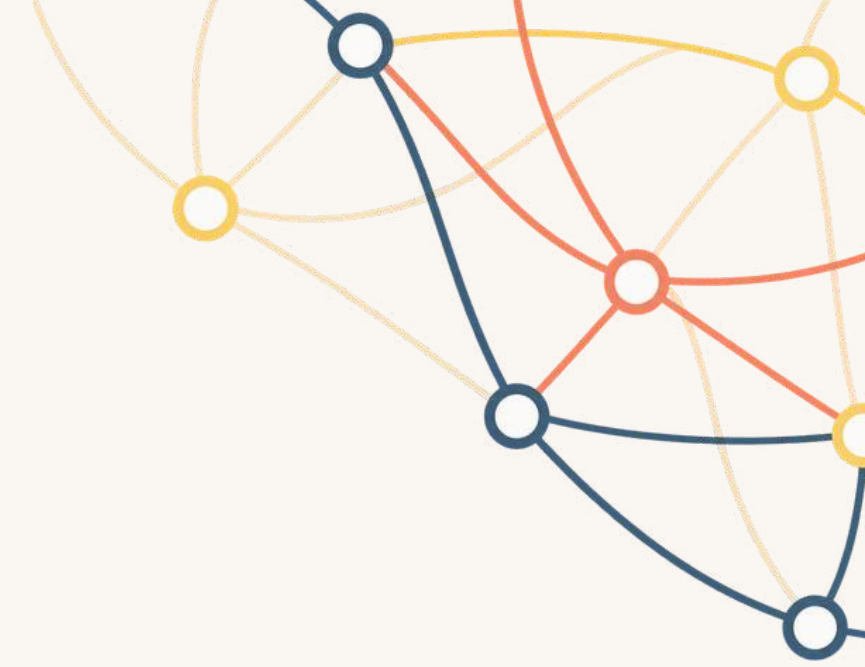
BUILD YOUR LIST

of behaviours that signal trustworthiness

CREDIBILITY

the knowledge, skills, and experience the situation requires

What behaviours make this visible in your context?



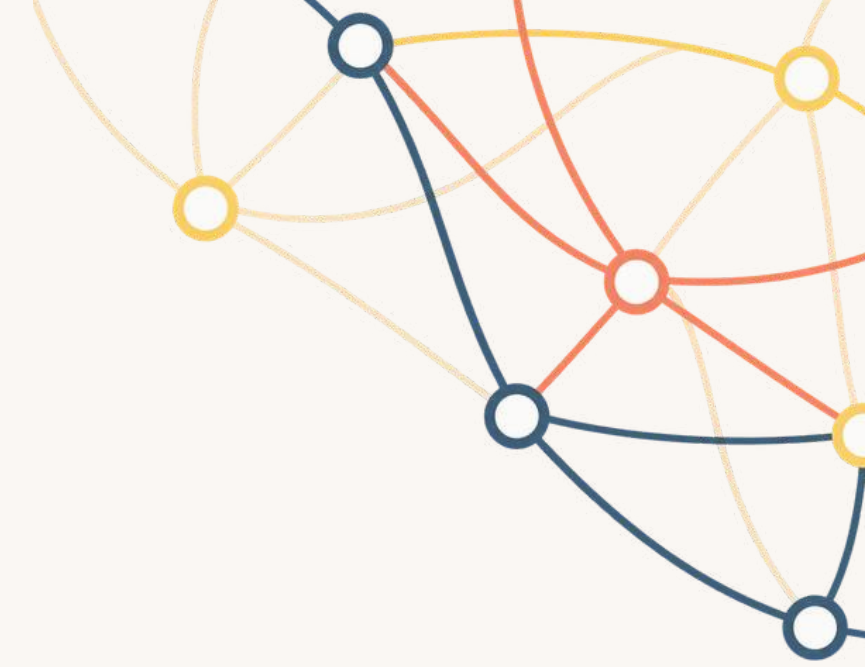
BUILD YOUR LIST

of behaviours that signal trustworthiness

RELIABILITY

follow-through, integrity, can be counted upon

What behaviours make this visible in your context?



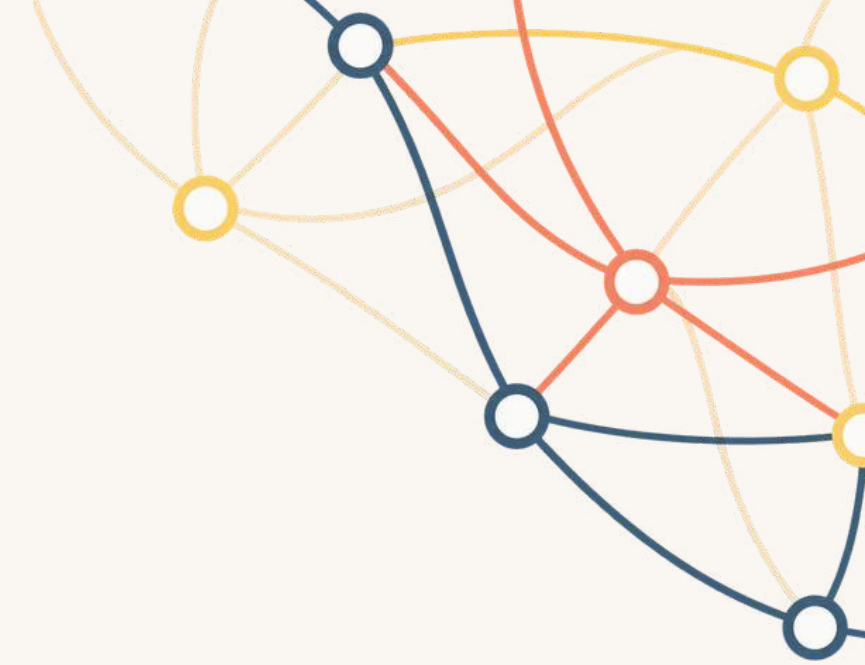
BUILD YOUR LIST

of behaviours that signal trustworthiness

BENEVOLENCE

positive intent toward the other, desire for well-being

What behaviours make this visible in your context?



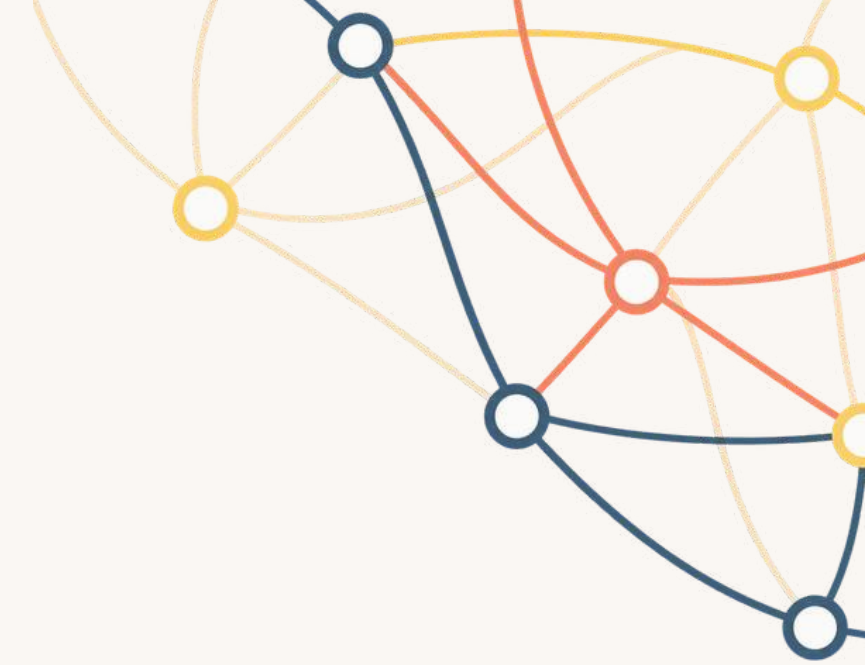
BUILD YOUR LIST

of behaviours that signal trustworthiness

LOW SELF-ORIENTATION

low selfishness, places others' needs above own

What behaviours make this visible in your context?



TAKEAWAYS

- 1 Work fails where **TRUST** is weak.
- 2 **TRUST** starts with perception and belief.
- 3 **TRUST** is manageable. Work the equation.

LOOKING FORWARD

STAY IN TOUCH



Choose between
three options

COURSE



Tools of the Conflict
Capable ENGO Leader

Contact:

matt@matt-mckenna.com

jeremyh@confluitive.com

