Trust in Action

Advantage worked with their partners at BlueEQ, a thought leader in emotional intelligence (EQ), to customize a workshop that explored the competencies that drive increased trust or lack of trust. Focusing on eight key drivers of trust – Relationship Management, Openness, Conflict Management, Empathy, Self-Awareness, Influence, Mindfulness, and Ego Management – participants discovered connections between these drivers and their own personal values.

Prior to the session, participants took a comprehensive emotional intelligence assessment and brought their personal EQ “heat maps” to the workshop. The engaging workshop activities gave participants several opportunities to “look in the mirror” and build self-awareness around personal values and competencies, and customized challenges provided realistic practice in improving trust.

Self-Awareness Is Not a “One and Done”

Every participant left the workshop with a personalized action plan to put into practice. Go-Do’s included a number of checkpoints, including work with an internal accountability partner. After the workshop, Advantage coaches conducted follow-up calls and facilitated activities to ensure that participants were on track to implement their plans. Three months after the initial assessment, participants took the BlueEQ assessment again and participated in a three-hour follow-up session. The assessment showed 9% overall improvement on the eight trust competency drivers over the initial assessment results.

Since the program, we have continued to use the cross-functional peer coaching method to drive change faster. We’ve also worked with Advantage to implement programs addressing the other competencies we identified. Advantage has been very responsive and flexible, and they’ve brought in the right partners to help deliver what we need.

In summary, the program was fully integrated into our company culture and it is an ongoing process to support our workforce in building trust among all levels of our organization. This initiative has been very beneficial for our employees and it has contributed to a positive change in our overall business culture.