

MAKING TRUST REAL

Making Trust Real is a highly experiential and interactive program that is delivered in a virtual, 2-hour format.

Expected Outcomes | Develop the skills needed to build or rebuild trust with customers. Grow healthy customer relationships and improve results. Explore how to apply the trust equation to customer relationships. Define what a trusting relationship with a customer and apply to real-life scenario



Time

2-hour, facilitator-led program



Format

Virtual



Staffing

1:48 Facilitator Ratio 1 Facilitator; 1 Tech Moderator (virtual)



Participants

Minimum 12 participants
Maximum 48 for Virtual



Audience

Professionals / Managers, Emerging Leaders

Key Topic Areas

- Defining Trust
- Trust Equation
- Application

VIRTUAL PROGRAM AGENDA

2-HOUR VIRTUAL PROGRAM

Introduction

What is trust and why is it important?

Deep Dive into the Trust Equation

Breakout Activity: Review current relationships

Wrap up



MAKING TRUST REAL FOR BUILDING TRUST



THE CLIENT

Boeing Sales and Marketing Organization

THE PROBLEM

This organization's primary challenge was to foster deeper trust both internally and externally. Recognizing a need for development in this area, they sought an effective solution to enhance collaboration and credibility across the organization.

THE RESULTS

The program earned a five-star rating, prompting the organization to schedule additional sessions due to its success. More importantly, participants continue to use the trust equation and report significant improvements in building trust within their teams and with customers.

OUR SOLUTION

Inside-Out Learning's solution was a two-hour virtual program centered on Charlie Green's trust equation, offering a highly interactive experience through small-group breakouts, polls, and large-group chats. This engaging format enabled participants to explore and apply trust-building strategies in real time, strengthening relationships within internally and externally.

This was a really good session. This course is one that I will recommend to peers to take. Thanks!

Boeing Participant



WHO

Inside-Out Learning is a global consulting firm based in Arizona. We change people from the inside out with our in-person and virtual programs, helping them transform their companies with increased employee engagement, improved retention, increased promotions, and revenue growth.

Over the past 20+ years, IOL has saved our clients over \$1 billion dollars by helping improve organizational dynamics, increase employee engagement, raise retention rates, and develop next-generation executives. We have also helped our clients win over \$2 billion dollars in new business with our Authentic Presence and Presentation Skills program.

We know how to transform leaders with our award-winning research and have the bottom-line results to prove it. We look forward to working with you and your most important asset, your people.

IOL MISSION

We elevate people, teams, and organizations to perform at their highest potential.

IOL VISION

Our transformative learning programs develop and inspire today's global workforce and society.

IOL SERVICES

Leaders | The Authenticity Code™, Leadership Coaching, , Keynote Speeches

Teams | Leadership Team Off-Sites, Relationship Repair Workshops, Virtual Workplace Engagement, Training Modules

Organizations | Culture Change Programs, Change Management Consulting, Developing a Coaching Culture, Enhancing Customer Relationships, RFP & Sales Consulting, Diversity & Inclusion Workshops

IOL IMPACT

Developing next generation of leaders. Authentic, engaging leaders, better prepared for their next level positions.

50+% promotion rate and 90% retention rate.

