Phase 2 Web Discussion Groups:
BUILDING AND INSPIRING TRUST AS A CONVENER

February 14, 2017

Based on Stephen M. R. Covey’s “The Speed of Trust” and applied work from the Center for Health Leadership and Practice
For Technical Assistance

If you have technical difficulties, call WebEx support at 1-866-229-3239 for assistance.

You may also submit questions using the Q&A feature on the right hand side of your screen. (Chat is disabled.)

• Please choose All Panelists from the “Send to” menu.
• Type your question and click Send.
Gain new program knowledge about how trust – and the speed at which it is established – is essential to success. Grounded in the Speed of Trust™ approach:

• Explore both theory and practice, including approaches for establishing trust with team members, partners, community members and other key stakeholders

• Understand the unique challenges and opportunities in the Convener role

• Learn how trust-related strengths and areas of growth may help support your Invest Health work
1. Introduction
2. Overview of Trust as a Convener, Self Trust, Relationship Trust, Organizational Trust and Marketing Trust, Convening Trust
3. Polling Exercise
4. Discussion (All)
5. Closing
Building and Inspiring Trust as a Convener

Karya Lustig, The Center for Health Leadership and Practice
• Traditional business formula:
  o \((\text{Strategy} \times \text{Execution} = \text{Results})\)

• But there is a hidden variable:
  o \((\text{Strategy} \times \text{Execution}) \times \textbf{Trust} = \text{Results}\)
Five Waves of Trust

1. **First Wave**: Self Trust
   - Key Principle: Credibility

2. **Second Wave**: Relationship Trust
   - Key Principle: Consistent Behavior

3. **Third Wave**: Organizational Trust
   - Key Principle: Alignment

4. **Fourth Wave**: Market Trust
   - Key Principle: Reputation

5. **Fifth Wave**: Societal Trust
   - Key Principle: Contribution
Trust as a Convener

TYPES OF TRUST

- Relationship
- Self
- Organizational
- Market
Trust as a Convener

TYPES OF BEHAVIORS

- Consistency
- Credibility
- Alignment
- Reputation
First Wave: Four Cores

- Core 1: Integrity
- Core 2: Intent
- Core 3: Capabilities
- Core 4: Results

Key Principle: Credibility

Self Trust

INVEST HEALTH
Strategies for Healthier Cities
Polling Feature

Please:

1. Choose your **answer**
2. Click **Submit**
Poll #1 - Trust Exercise

Which “core” is your strength? Please select only ONE.

a) Integrity
b) Intent
c) Capabilities
d) Results
Poll #2 - Trust Exercise

Which “core” is your biggest challenge?
Please select only ONE.

a) Integrity
b) Intent
c) Capabilities
d) Results
Second Wave: 13 Behaviors in High-Trust Relationships

**Character-Based Behaviors:**

1. Talk Straight
2. Demonstrate Respect
3. Create Transparency
4. Right Wrongs
5. Show Loyalty
Second Wave: 13 Behaviors

**Competence-Based Behaviors:**

6. Deliver Results
7. Get Better
8. Confront Reality
9. Clarify Expectations
10. Practice Accountability

Key Principle: Consistent Behavior
Second Wave: 13 Behaviors

Character and Competence Behaviors:

11. Listen First
12. Keep Commitments
13. Extend Trust
Poll #3 - Trust Exercise

Of the 13 behaviors, which ONE is your biggest strength?

a) Talk Straight
b) Demonstrate Respect
c) Create Transparency
d) Right Wrongs
e) Show Loyalty
f) Deliver Results
g) Get Better
h) Confront Reality
i) Clarify Expectations
j) Practice Accountability
k) Listen First
l) Keep Commitments
m) Extend Trust
Poll #4 - Trust Exercise

Of the 13 behaviors, which ONE is your biggest challenge?

a) Talk Straight  h) Confront Reality
b) Demonstrate Respect  i) Clarify Expectations
c) Create Transparency  j) Practice Accountability
d) Right Wrongs  k) Listen First
e) Show Loyalty  l) Keep Commitments
f) Deliver Results  m) Extend Trust
g) Get Better
Stakeholder Trust

**ORGANIZATIONAL TRUST**

- High trust “symptoms”
  - Share information openly, tolerate and encourage mistakes, are innovative and creative, and share credit abundantly
- Low trust “symptoms”
  - People manipulating facts, withholding information, resisting new ideas and covering up mistakes
  - Result of violating principles and values

**MARKET TRUST**

- Brand or reputation – the feeling that makes you want to buy, invest, or recommend to others
- Relationship between trust, speed, and cost
- Examples:
  - Cities have reputations that turn into tourist dollars and attract business
  - Hospitals have reputations that turn into patient visits and costs
  - School reputation affects who moves into a district and taxes available to the school
  - Micro level – Every person has a brand reflected in a resume, comments from references and translates into how people interact with you
Trust as a Convener

TYPES OF TRUST

- ORGANIZATIONAL ALIGNMENT*
- SELF
- RELATIONSHIP

TYPES OF BEHAVIORS*

- CREDIBILITY*
- CONSISTENCY*
- MARKET REPUTATION*

INVEST HEALTH
Strategies for Healthier Cities
DISCUSSION
Dial-in Instructions

Please see the instructions below to link your online presence with the teleconference.

1. Click on the phone icon with the question mark at the bottom of the Participants panel to request to dial in. (See red circle in Figure 1.)

2. Choose “I will call in” from the pop-up dialogue box.

3. Then, use the three-step dial-in information (Figure 2) to join the teleconference. You should then see a phone icon (📞) next to your name.

4. Please mute the audio on your computer to avoid interference.
Participate in the Discussion

If you would like to contribute to the discussion, please

• raise your hand to be called on (and unmuted); or
• write to us using Q&A.

Please send typed comments/questions to All Panelists and hit Send.
Thank you!

www.investhealth.org