



Wabash Valley
POWER ALLIANCE

Building a Culture of Trust & Credibility

TLC 2 (For Graduates of TLC)

February 18
9 am – 1 pm

Am I a Team Player: Building a Culture of Trust & Credibility

Helps participants explore what it means to be a true team player by examining their own behaviors, understanding how trust is built (and broken)

August 19
9 am – 1 pm

Navigating Conflict and Difficult Conversations

Explores how trust and credibility are tested and strengthened during moments of tension

HRD*

A LEADERSHIP DEVELOPMENT COMPANY

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Icebreaker

What was a highlight of 2025?

What WILL be in 2026?



Objectives for today:

- Understand the core components of trust and credibility in leadership.
- Identify personal behaviors that build or erode trust.
- Increase awareness of how their leadership style impacts team trust.
- Create a focused action plan to strengthen credibility and consistency.

Ranked Behavior List

MOST FREQUENT		PRACTICE	SELF	AVG +/-	M +/-
14.	Treats people with dignity and respect	Enable	9	9.5	10.0
11.	Follows through on promises and commitments he/she makes	Model	10	9.1	9.0
24.	Gives people a great deal of freedom and choice in deciding how to do their work	Enable	9	9.1	9.0
4.	Develops cooperative relationships among the people he/she works with	Enable	9	8.8	9.0
9.	Actively listens to diverse points of view	Enable	8	8.6	8.0
19.	Involves people in the decisions that directly impact their job performance	Enable	8	8.5	8.0
1.	Sets a personal example of what he/she expects of others	Model	8	8.0	4.0 -
6.	Makes certain that people adhere to the principles and standards that have been agreed upon	Model	8	8.0	8.0
15.	Makes sure that people are creatively recognized for their contributions to the success of our projects	Encourage	8	8.0	8.0
10.	Makes it a point to let people know about his/her confidence in their abilities	Encourage	8	7.8	7.0
5.	Praises people for a job well done	Encourage	6	7.8 +	8.0 +
16.	Asks for feedback on how his/her actions affect other people's performance	Model	4	7.8 +	8.0 +
30.	Gets personally involved in recognizing people and celebrating accomplishments	Encourage	5	7.7 +	6.0
23.	Identifies measurable milestones that keep projects moving forward	Challenge	8	7.5	8.0
21.	Builds consensus around a common set of values for running our organization	Model	9	7.3 -	3.0 -
27.	Speaks with genuine conviction about the higher meaning and purpose of our work	Inspire	7	7.3	3.0 -
20.	Publicly recognizes people who exemplify commitment to shared values	Encourage	8	7.2	6.0 -
18.	Asks "What can we learn?" when things don't go as expected	Challenge	5	7.1 +	4.0
12.	Appeals to others to share dream of the future	Inspire	7	6.9	4.0 -
28.	Takes initiative in anticipating and responding to change	Challenge	7	6.9	8.0
3.	Seeks out challenging opportunities that test his/her own skills and abilities	Challenge	6	6.9	6.0
22.	Paints the "big picture" of what we aspire to accomplish	Inspire	9	6.8 -	4.0 -
17.	Shows others how their long-term interests can be realized by enlisting in a common vision	Inspire	5	6.8 +	4.0
25.	Tells stories of encouragement about the good work of others	Encourage	5	6.7 +	6.0
26.	Is clear about his/her philosophy of leadership	Model	6	6.6	3.0 -
29.	Ensures that people grow in their jobs by learning new skills and developing themselves	Enable	7	6.1	3.0 -
13.	Actively searches for innovative ways to improve what we do	Challenge	7	6.0	6.0
7.	Describes a compelling image of what our future could be like	Inspire	6	5.9	3.0 -
8.	Challenges people to try out new and innovative ways to do their work	Challenge	6	5.9	4.0 -
2.	Talks about future trends that will influence how our work gets done	Inspire	5	5.7	5.0

LEAST FREQUENT



Trust & Credibility-Building Behaviors

#1: Sets a personal example of what s/he expects of others

#9: Actively listens to diverse points of view

#11: Follows through on promises and commitments they make

#14: Treats people with dignity and respect



Leadership is not a title.
It's a behavior. LIVE it.

Robin S. Sharma

Reflect

- “Think about someone you trust deeply. What do they do (or not do) that makes you trust them?”
- “Now think of a time when someone lost your trust. What happened?”

Trust Builders & Trust Breakers

- In your breakout group, create a list trust-building behaviors or trust-breaking behaviors.
- You will have 10 minutes.
- Choose a scribe who will report the **top 3** back to the group.

Report Out

- In your breakout group, create a list trust-building behaviors or trust-breaking behaviors.
- You will have 10 minutes.
- Choose a scribe who will report back to the group.

Key Themes

Trust is built **behaviorally**, not positionally.

The 4 Pillars of Trust & Credibility

- 1. Consistency** – Do my actions match my words?
- 2. Competence** – Do I follow through and deliver?
- 3. Care** – Do people feel respected and seen by me?
- 4. Candor** – Am I honest, clear, and willing to have hard conversations?

Group Discussion: The 4 Pillars

1. Consistency
2. Competence
3. Care
4. Candor

For each pillar:

- What does this look like when **done well**?
- What does this look like **when missing**?

Self-Reflection

1. Consistency
2. Competence
3. Care
4. Candor

Identify the pillar you believe is your strongest — and weakest.

5-Part Change Communication Script

- 1. Why it's changing** – Give context and purpose.
- 2. What's changing** – State the facts clearly.
- 3. How it impacts people** – Show empathy and address concerns.
- 4. What happens next** – Provide steps, timelines, and support.
- 5. Check for Understanding** – Creates psychological safety.



Self-Assessment (scale of 1-5)

Rate yourself 1–5 (1 = Rarely, 5 = Consistently):

Self-Assessment (scale of 1-5)

“What is one insight you’re taking from this?”

Reflect & Share

- **Individual Reflection**
- Circle 2 trust-building behaviors that scored high
- Star 1–2 behaviors that need focus

- **Pair Share**
- “One behavior I didn’t realize mattered so much was...”
- “One behavior I commit to strengthening is...”

Repairing & Strengthening Trust:

1. **Name the Miss** – Acknowledge the breakdown
2. **Own Your Part** – No defensiveness
3. **State the Impact** – How it affected others
4. **Rebuild Through Behavior** – Specific changed actions

Practice

Think of a time trust may have been weakened with your team.

Practice:

- Naming the miss
- Owning it
- Stating the impact
- Recommitting to new behavior

Action Planning & Commitments

- **Step 1 – Focus Behavior (Choose 1–2):**
 - Example: Follow-through
 - Example: Direct feedback
 - Example: Listening without interrupting
- **Step 2 – Behavior Commitment**
 - “Over the next 30 days, I will...”
- **Step 3 – Trust Signal**
 - What will your team SEE you do differently?
- **Step 4 – Accountability**
 - Who will you ask to hold you accountable?

Commit (Group)

One trust-building behavior I will commit to practicing more often is:

Your Next Steps

- Watch | [Doing Core Values – Bob Keiller – TedxGlasgow](#)
- Read and Discuss the monthly prompts

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