Trust: From Elusive to Actionable

CLA 2024- Executive Leadership
04/11/2024 | 2:00 pm | Thursday | River Terrace 2

Presenters:

Laura Gardner, President and COO of Joni and Friends and CLA Board Chair
Giselle Jenkins, Consulting Director, Best Christian Workplaces

Workshop Outline

I. The Importance of Trust in Nonprofit Work
- A. Why this topic
- B. Your presenters

II. Real-Life Story of Loss of Trust – Laura
- A. Laura's Story
- B. What Factors Contribute to Trust Erosion from Attendees

III. What Research Reveals as Key Reasons Trust is Lost – Giselle
- A. From Employees Perspective
- B. 4 Categories from Research

IV. Impact of Low Trust- Laura with Attendee participation
- A. On Donors
- B. On Employees
- C. In the Community
- D. On the Brand

V. How Employee Engagement Surveys Reveal Trust Levels -Giselle
- A. Trust question and correlation to engagement
- B. Healthy Communication and correlation to trust
- C. Aligned strategy and healthy teams versus silos

V. Strategies for Building Trust -Laura and Giselle
- A. Commit to Transparency and Open Communication – Effective Habits
- B. Uphold Ethical Standards and Integrity – Codes and Accountability
- C. Deliver Consistently on Promises – Accomplishment and Alignment
- D. Foster a Culture of Trust -Empowering, Valuing, Relationships

VI. Positive Future Outlook- Laura
- A. Benefits of Rebuilding Trust
- B. The Role of Leadership in Driving Change

VII. Q&A Session -Giselle

       A. Participants to Share Insights and Challenges

       B. Address Specific Concerns and Questions

VIII. Actionable Steps for Leaders- Laura

Participants will be provided with a link for additional free resources and a copy of the complete presentation.

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Free BCW Resources to help leaders build trust:

- [Build Trust: A Building Block of Engagement](#)
- [How Values Build Consistency and Security](#)
- [Learn the Power of Listening Tours](#)
- [Learn to Foster Healthy Conflict](#)
- [Build Engagement After Disruptions](#)
- [5 Keys to Healthy Communication](#)
- [Put an End to Silos: Creating Teamwork Across Teams](#)