

# The Blanchard® Approach to Building Trust

**Trust can be hard to earn and easy to lose.  
How can organizations nurture trust at all levels?**

Trust is core to how people work together, listen to one another, and build effective relationships. In fact, the primary factor affecting employee turnover is whether or not a trusting relationship was developed between the manager and the employee.<sup>1</sup>

Yet many people are unaware of the actions that influence trust. While almost all employees consider trust in the workplace to be important, only 39% of U.S. employees say they trust the senior leaders at their firms!<sup>2</sup> Only 20% of U.S. employees fully trust the organization they work for.<sup>3</sup>

The Building Trust program creates awareness and sensitivity about which behaviors are known to erode trust and which behaviors build and sustain trust. The model is easy to learn and follow, and is based on the four elements of trust—Able, Believable, Connected, and Dependable. Individuals learn to identify actions as A, B, C, or D. This ability becomes a very important communication tool.

**Able—Demonstrate Competence**

**Believable—Act with Integrity**

**Connected—Care about Others**

**Dependable—Maintain Reliability**

By using the ABCD Trust Model™<sup>4</sup>, individuals are able to look carefully at their relationships and focus on one or two aspects of those relationships that need repair or need to be further nurtured in order to build and maintain trust.

## Audience

Individuals in a supervisory or management role;  
all employees within the organization

## Program Format

The focus is on helping managers understand the impact of trust within the workplace and learn a language to enhance and sustain trusting relationships. Building Trust is a stand-alone module or it can be embedded into SLII® or other Blanchard® programs.

Half-day session (3 ½ hours)

## Outcomes

- Empowered leaders who understand the impact of trust within the workplace
- A common language to enhance and sustain trusting relationships
- Organization-wide awareness of how trust can benefit everyone
- Increased productivity, creativity, commitment, and initiative
- Reduced employee turnover
- Improved customer service and customer retention

For more information, please contact your Blanchard Sales Associate at 800 728-6000 or 760 489-5005.

# Data Sheet

1. MasteryWorks Survey, 2. Watson Wyatt WorkUSA Study 2002, 3. Harris Interactive Poll 2004, 4. The ABCD Trust Model™ is the proprietary intellectual property of TrustWorks Associates.