

Becoming a **Trusted Leader**

presented by

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Studies have shown over and over that trust is key to leadership success. Being able to build trust with your team and your customers is critical to your company's ability to grow and thrive.

This program is designed to introduce you to leader trustworthiness. Using exercises, video examples and case studies, the program will help you to understand (a) why being trusted is essential to leadership effectiveness, (b) how your current trust relationships reveal your individual propensities for building specific types of trust (e.g., competence-based trust vs. contractual-based trust), (c) how you can demonstrate trustworthiness as a successful leader, and (d) how you may be undermining your own trustworthiness through behavior and communication.

The workshop uses Roger Mayer's well-known model of trustworthiness. It is based on the constructs of integrity, competence and benevolence, and the facilitator's extensive experience researching trustworthiness among business leaders.

Who Should Attend?

This program has been designed for those who:

- Lead teams, groups or other individuals toward a common goal
- Lead volunteer efforts
- Serve as the public face of a team, group or organization
- Lead creative collaborations

Learning Objectives and Program Benefits

Becoming a trusted leader has a number of tangible and immediate benefits:

- Improved creative collaboration and innovation
- Enhanced learning and knowledge generation in teams
- Improved group decision making
- Stress reduction for both leaders and followers

In addition, being a trusted leader has a number of less tangible and longer-term benefits, such as enhancing the general reputation of organizations and groups, as well as the ability for these organizations and groups to rebound from setbacks.

For more information and to register:
gsm.ucdavis.edu/leader

Half-day program. Choose from:

FRIDAY
January
12

Gallagher Hall,
UC Davis GSM

TUESDAY
July
17

Bay Area Campus,
UC Davis GSM

Program Schedule

Continental Breakfast: 8:00 - 9:00 a.m.

Morning Session: 9:00 a.m. - 12:00 p.m.

Lunch: 12:00 - 1:30 p.m.

Registration Fee

This half-day program is \$750.

Fee includes all program materials, education fees, continental breakfast, lunch and snacks.

Special pricing available to UC Davis and GSM alumni.

Group pricing rates are available if registering two or more people from the same company at the same time.

EXECUTIVE EDUCATION