

COMPETITIVE
ADVANTAGE

THE KEY
LEADERSHIP
COMPONENT
CREATIVITY

THE SOUL OF YOUR ORGANISATION

TRUST

SUSTAINABLE
RESULTS

INNOVATION

INCREASED EFFECTIVENESS

OPEN COMMUNICATION

HIGH
SPEED

MAINTAINING
TOP
TALENT

”

TRUST IMPACTS YOU...

CURIOUS HOW YOU CAN IMPACT TRUST?

MIND the [trust] gap

Organisations worldwide understand the positive impact of high trust on their business results, employee satisfaction, market image, ...

But what if you are faced with low trust?

- ▶ Departments blaming each other, “them vs us”-culture.
- ▶ Slow implementation of new strategies, processes,...
- ▶ Non-effective collaboration.
- ▶ Gossip and a negative buzz.
- ▶ Huge loss of energy & time and high costs during projects.
- ▶ Lack of innovation and knowledge sharing.
- ▶ ...

How do you measure and close the trust gap?



M A P the [trust] gap

”

If you cannot measure it, you cannot improve it - Lord Kelvin, William Thompson

Unicorn Group has designed a process to “map” the trust gap!

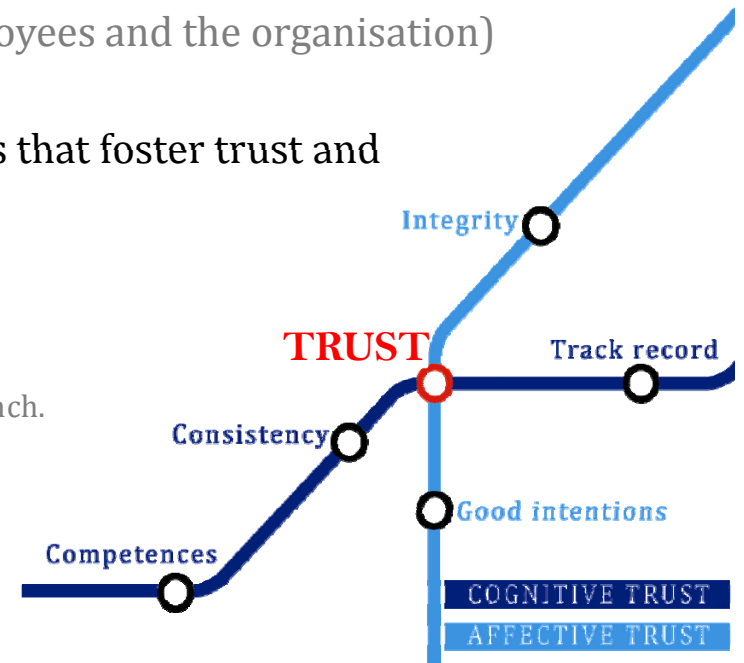
We have developed 4 questionnaires to measure trust on different levels:

- ▶ 360° Self-trust (personal trustworthiness)
- ▶ Team trust (between team members)
- ▶ 360° Leadership trust (between team members and the leader)
- ▶ Organisational trust (between employees and the organisation)

The comprehensive reports score the key factors that foster trust and identify strong points & areas for improvement.

Some facts & figures:

- Questionnaires completed online in approx. 10 minutes.
- Questionnaires and reports available in English, Dutch and French.
- Example report on request: info@unicorngroup.be
- Scientifically validated in collaboration with AdForum.
- Item validity based on norm group of 600 respondents.
- Based on the research of C.S. Burke et al; Trust in Leadership.



BRIDGE the [trust] gap



In a world of conceptual frameworks, measurements, fancy graphics and -in general- lots of words, there is too little attention for the power and indeed the necessity, of not just talking but of doing!

Mapping the trust gap gives you crucial insights in the current level of trust in your organisation. But **Unicorn Group takes you one step further and also enables you to bridge the final gap between knowing and doing.** We design and deliver high-impact development tracks with the aim of:

<p>On individual level (e.g. High Potentials):</p> <ul style="list-style-type: none"> ▶ Giving insight in the drivers of trust. ▶ Experiencing how personal habits effect credibility. ▶ Giving solutions to build on trustworthiness. ▶ Learning how to create an environment to use energy in an effective way. 	<p>On team level:</p> <ul style="list-style-type: none"> ▶ Accelerating the process to build trust in new teams. ▶ Discovering team habits and their influence on trust. ▶ Making ‘good fights’ possible in a team. ▶ Enabling fast implementation of new challenges / objectives.
<p>On leadership level:</p> <ul style="list-style-type: none"> ▶ Working on cognitive and affective trust to get results. ▶ Experiencing trust, as the core of leadership. ▶ Learning how to impact the trust level in the team. ▶ Confronting leaders with the consequences of low/high trust relations. 	<p>On organisational level:</p> <ul style="list-style-type: none"> ▶ A mirror for the current level of trust. ▶ Creating an open feedback culture. ▶ Bringing alive the company values. ▶ Creating a safe but also challenging learning organisation.

Hop on & Hop off !

Curious?

Hop on the Unicorn-bus:

- ▶ Call us on +32 11 80 12 52
- ▶ Visit us on www.unicorngroup.be

**And hop off at your destination:
a high-trust organisation!**



Unicorn, your learning and development partner. A dedicated and passionate team, with a track record of over 17 years of delivering results. In close partnership with our clients, we design and deliver high-impact development programmes.