



## Session Titles and Descriptions

### Option#1:

#### **Trusted Leader: 8 Pillars That Drive Results**

Without trust, leaders and organizations fail, but the trusted leader gets followed, the trusted supplier gets bought from, and the trusted business outperforms the competition. Through industry leading research, *The Trust Outlook®*, and firsthand experience working with high-performing organizations around the world, David reveals how top leaders and organizations drive results to become the most trusted in their industry.

### Option#2:

#### **The Trust Edge ®: How Top Leaders and Organizations Drive Business Results through Trust**

Trust is a fundamental, bottom-line issue. Without it, leaders lose teams, salespeople lose sales, and organizations lose reputation, retention of good people, relationships, and revenue. But with trust, individuals and organizations enjoy greater creativity, productivity, freedom, and results. Through David's industry leading research, *The Trust Outlook®*, and firsthand experience working with the world's highest performing organizations, David reveals how top leaders and organizations drive business results to become the most trusted in their industry.