

# Creating a Culture built on High Trust

*"Inspiring Executive Excellence Beyond the Pace of Change"*



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# Syntesis Global™ LLC

- Specialized Management Consulting firm
- Global expertise working with top Fortune 50/100/500 organizations within the public and private sectors
- World-Class Executive Coaching, Leadership Development, M/A Integration, Performance Management, Career Transition, Personal Branding
- Industries served: Aerospace, Energy, Technology, Utilities, R&D, Pharma/BioTech, Manufacturing, Financial, Healthcare
- Seasoned consultants with international expertise
- Hundreds of participants served annually





# Webinar Outcomes



- What is culture and how it is created
- How to create a culture of trust and collaboration
- Why a positive culture matters when it comes to employee engagement

# Assumptions

People are creative and eager to learn new & empowering things

People want to make a difference and feel a sense of accomplishment

Connections and a "*Sense of Purpose*" make People "*Feel Good*" about themselves



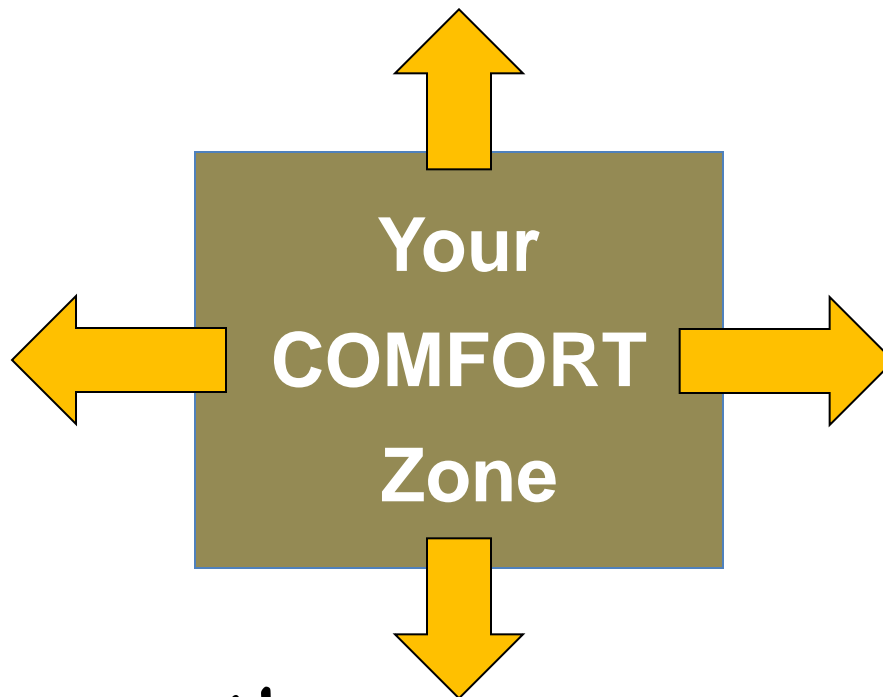
# Thought for the day...

There are more things in heaven and earth, Horatio,  
Than are dreamt of in your philosophy.

- *Hamlet* (1.5.167-8), Hamlet to Horatio



# "Think Around the Corner"



Don't MSU!

# Shift in Perception

What are the Implications of Creating a Culture of Trust on the following?

- Inter-Personal Relationships
- Influence & Credibility
- Future Growth & Direction
- Negotiations Effectiveness





Dimensions of Culture:  
*Conscious Leadership*



# What is Culture?

## DEFINITION

Culture is the abstract, learned, shared rules and standards for generating behavior and understanding experience.

## KEY COMPONENTS

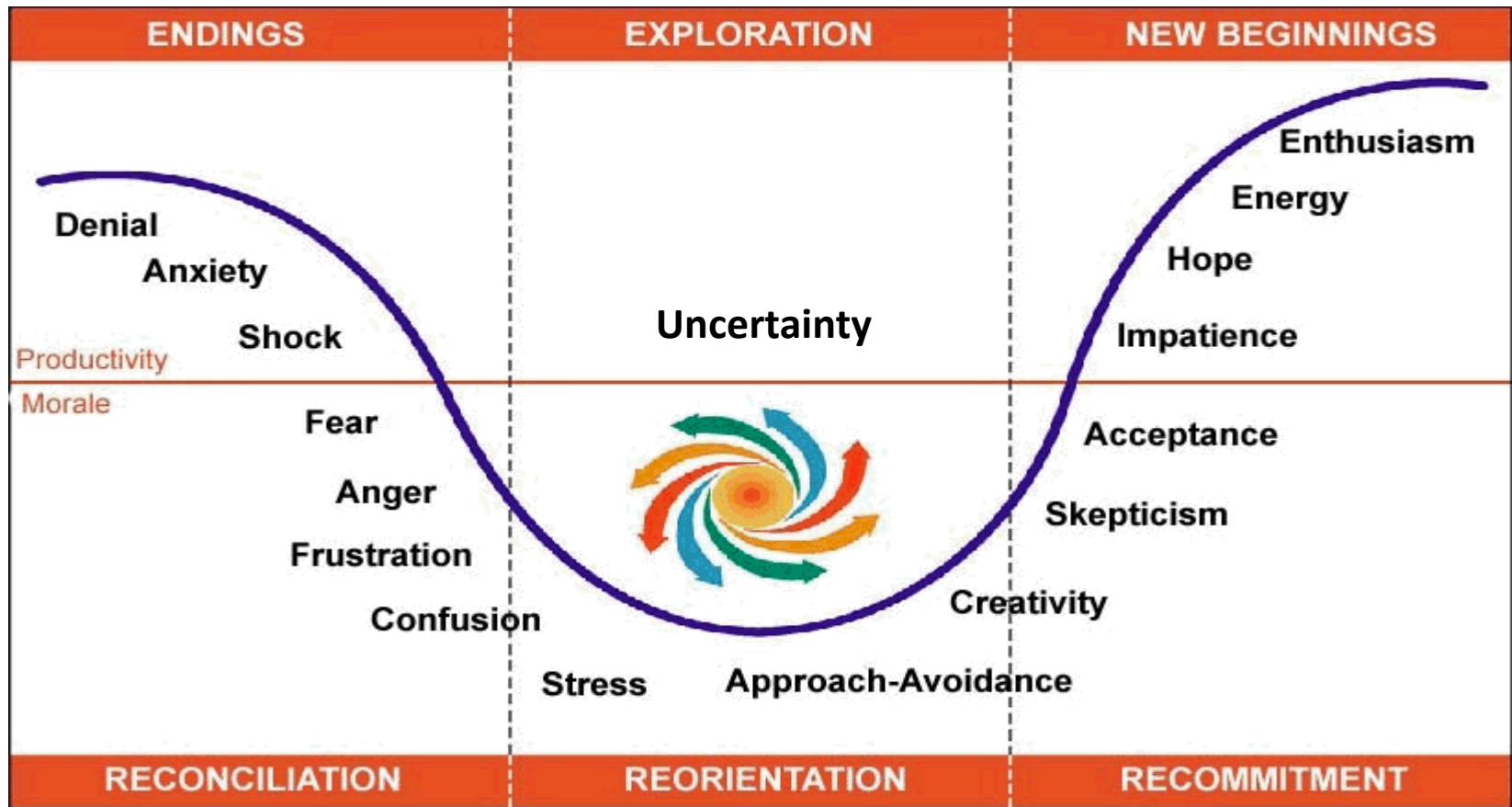
- *Abstraction* means that culture is ideas in people's heads, not physical objects.
- Culture is learned, not genetically programmed.
- Culture is shared and social, not personal and individual.
- Culture is rules and patterns, whether conscious or unconsciously followed.
- People decide how to behave using their culture's rules and patterns.
- People understand the world through their culture's patterns of belief.



# Components of Trust



# Psycho-Emotional Process of Change



Requires letting go  
of the old

Requires information to  
generate new  
directions and options

Requires taking action

- *Internal Process of Change,*  
By William Bridges



# Five Dysfunctions of a Team


How does ego distract team members from achieving their collective results?



Source: Patrick Lencioni



# Trust



Trust is the lubrication that makes it possible for organizations to work  
- Warren Bennis

# "Conscious Leadership" Values



***"Winning Together"***<sup>™</sup>



# Principles of “*Conscious Leadership*”

## PRECISION

Thought Leadership

Self-Awareness

Change Optimization

Cultural Best Practices

Int'l Growth Objectives

Leadership Vision

Trust – Positive Intent

Your Business Story

*“Being on Purpose”™*

## AGILITY

People Leadership

Build & Sustain Teams

Quality & Service  
Imperative

*Nuance*  
*“Buy-In”*

Interpersonal  
Relationships

Diversity

Technology/Innovation

Adaptability

Your Brand: Networking

## RESILIENCE

Results Leadership

Business Drivers

Financial Controls &  
Reporting

Accountability  
(Metrics)

Closing the Gaps  
(Ambiguity)

Follow-up

Process Integrity

Re-Calibration



# Foundations of Trust

*“Trust”*

Confidence

Fear

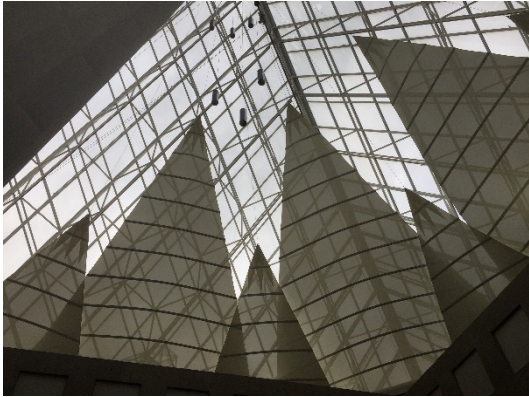
Self-Awareness

- Empowerment
- Communication
- Inter-Personal Relationships
  
- Perspective
- Trusting Others
- Pessimism
  
- What do you value?
- Do you trust yourself?
- Attitude/Behavior

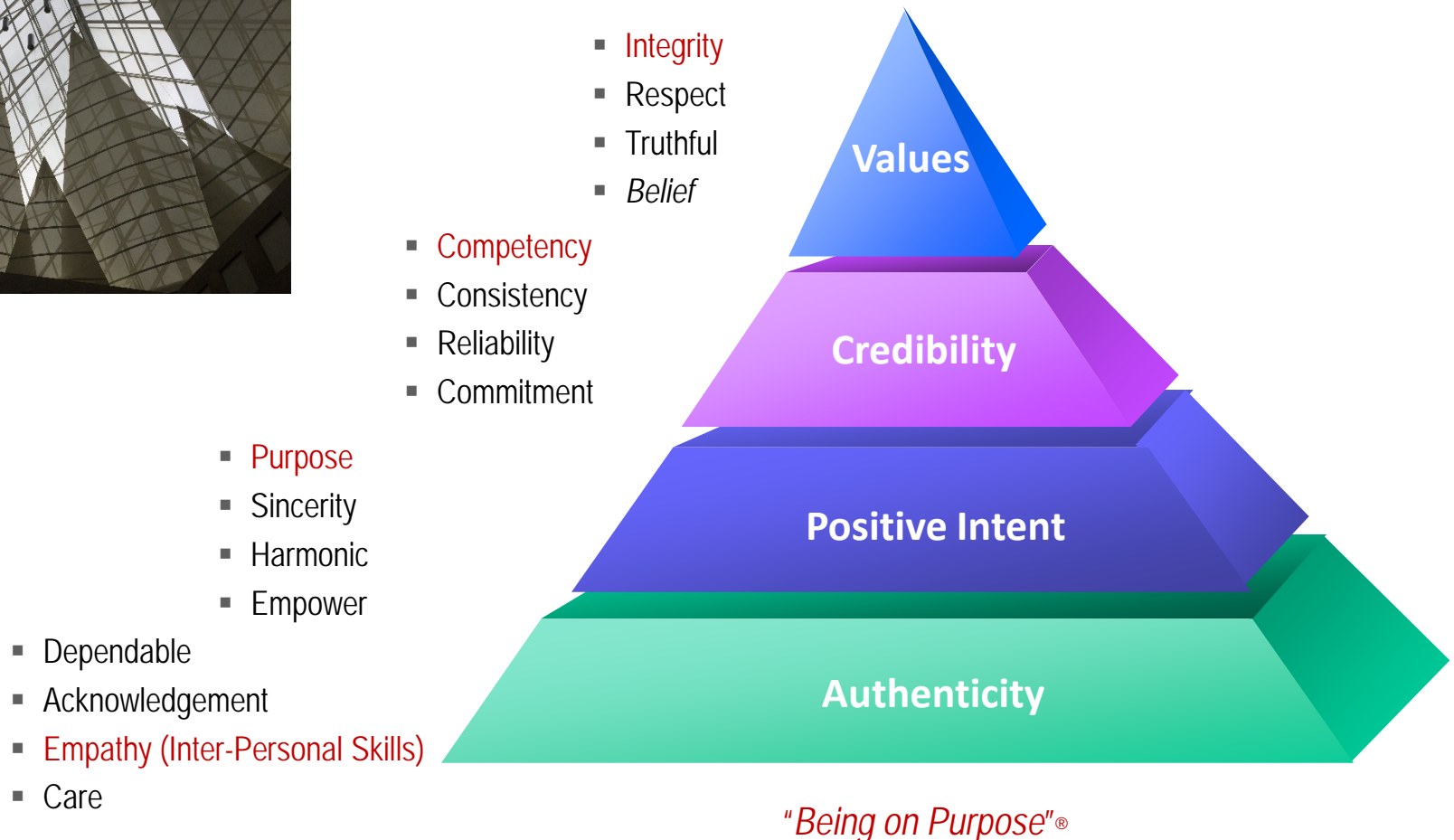




# Roadmap to Creating Trust



## TRUST



# Building Credibility

*"Self-Awareness"*

Resilience: CSF's  
Critical Success Factors

Agility:  
Shift in Perception

Precision:  
Cultural Alignment

- Leadership Influence & Decision Making
- Strategic Growth Objectives (Direction)
- Financial Acumen (Value Creation)
  
- International Pulse (Know Your Audience)
- Benchmarking (Best Practices)
- Negotiations: Nuance
  
- Talent Development (KPI's / Rewards)
- Relationship Building (Advocacy)
- Cultural EQ (Know Your Audience)

# C.A.P.T.U.R.E.™ the Trust

Communication Model



*“Big Picture”*  
Outcome

Who, What,  
When, Where,  
Why & How?

*“Why?”*  
Intrinsic Motivation

Metrics

Accountability

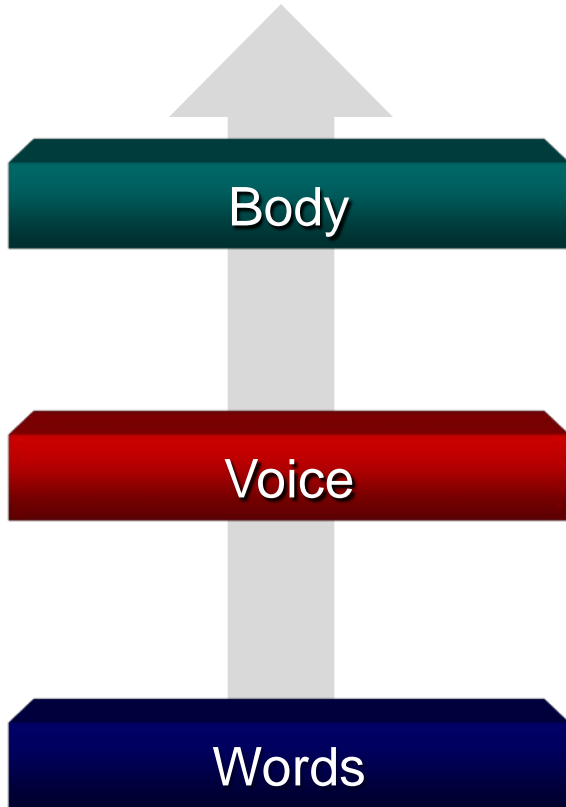
Build Trust

Mastery



# Communication Sources

*“Audience”*



- Gestures: How you look when saying it
- Eye contact, expressions, proximity
- 55% of the message (nonverbal cues)
- Tone: The way you say it
- Volume, pitch, speed
- 38% of the message
- Word choice
- What you say; phrasing, filler words
- 7% of the message



# R.O.I. of Trust

## Why Does Workplace Trust Matter?

1. Greater Profitability
2. Higher Return on Shareholder Investment
3. Decreased Turnover of Top Performers
4. Increased Employee Engagement
5. Heightened Customer Service
6. Expanded Staff Well-Being
7. More Collaboration and Teamwork
8. Better Relationships
9. Higher Productivity
10. Enhanced Creativity and Innovation

6



# Definition: "*Conscious Leadership*"

A *Conscious Leader* builds trust and earns credibility. He/She is Grounded in Self-Awareness and the Gratitude that drives their vision, a Conscious Leader is purposeful and focused on solutions that sustain positive momentum. They tactically & strategically believe in elevating everything around them through an authentic business & people focus, discernment and integrity. Their conviction and knowingness, is reflected in their belief in possibilities and by "*Being on Purpose*"® . He/She is "*Meaningfully Disruptive*,"™ and influences direction, by inspiring innovation, peak performance, and by meeting change, and growth challenges with the assumption of Positive Intent - while driving results. He/she possesses agility and who's passion and vision for excellence is underscored by a "*whole-istic*" charter for quality, determination and the "*Why*" behind their sense of purpose.

- Rick Hernandez



# Conclusion

- ⦿ Success is a Choice
- ⦿ Self-Awareness (know your audience)
- ⦿ You are accountable to what you know
  
- ⦿ **Principles to Remember:**
  - *“Believing is Seeing” (trust)*
  - Create Positive Momentum (words matter)
  - Be Excited – Don’t MSU
  - Breathe...



# A Different Level of Thinking

*"It's not about doing different things...  
It's about doing things differently."*

*- Syntesis Global*







# Conclusion

- ⦿ Know your audience
- ⦿ Communicate to Understand
- ⦿ Build credibility & trust
- ⦿ Remember:
  - Alignment: Vision, Mission, Values & Goals
  - Commitment to Excellence
  - Clarity of Intent
  - *"Big Picture"*

# 2018 Leadership Webinar Series

- March 22 The Link Between Emotional Intelligence and Success
- April 26<sup>th</sup> – C.A.P.T.U.R.E. Communication Effectiveness
- May 24<sup>th</sup> – Workplace Diversity—Valuing the Individual
- June 28 - Creating a Culture Based In High-Trust
- **July 26<sup>th</sup> – Networking & Relationship Building**
- August 23<sup>rd</sup> – Delegating in a New Economy
- September 27<sup>th</sup> – Conducting Difficult Conversations
- October 25<sup>th</sup> – Your Personal Brand
- November 29<sup>th</sup> – Tier Networking: Call-Send-Call

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# "Winning Together"®

"Conscious  
Leadership"™

Power of Vision:

*Precision*  
(Influence)

Performance:

*Agility*  
(Positive Adaptability)

Sustainability:

*Resilience*  
(Milestones & Metrics)

Alignment





# Thank You!

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