The Reina Trust Building® System
Trust Building® for Business

Business is conducted through relationships, and trust is the foundation of all effective relationships. Trust Building® makes your organization measurably more energetic, adaptive and capable.

The Reina Trust Building® System is based on pioneering research into the dynamics of trust, as described in the acclaimed book by Dr. Michelle Reina and Dr. Dennis Reina, Trust and Betrayal in the Workplace: Building Effective Relationships in Your Organization (2nd Edition, Berrett-Koehler, 2006).

As your implementation of the Reina Trust Building System advances your organization moves with renewed vigor, speed, confidence and commitment.

Blended Solutions

The Reina Trust Building System is a comprehensive resource blending expert consulting services, statistically valid and reliable diagnostic tools and experiential learning workshops to build and sustain high levels of trust in your organization. You draw from the Reina Trust Building System to...

• Craft Trust Building strategies specifically to drive your change initiatives and fulfill your business objectives
• Gauge current levels of trust at the organizational, team and individual leader levels
• Gain fresh insights into your organization’s trust dynamics
• Build a shared Trust Building language
• Structure practical and effective action on trust issues
• Build community through Trust Building dialogues
• Measurably improve individual, team and organizational effectiveness
• Quantify your business gains from Trust Building
• Sustain high levels of trust long term
Trust Building® Executive Briefing

Reina's experienced consultants work with leadership teams who want to build trust, renew relationships, and transform their cultures. The Reina Trust Building Executive Briefing...

- Pinpoints the critical role Trust Building will play in fulfilling your strategic initiatives, vision, business mission and values
- Engages your leaders in mapping how your organization, specifically, will apply the Reina Trust Building System to drive your key business strategies
- Prepares senior leaders for their vital role in building and sustaining trust
- Launches your Trust Building strategies to drive targeted change, energize your people and measurably improve business performance

Reina Trust Scales

The Reina Trust Scales provide valuable insights into your organization’s distinct trust dynamics at the company wide, department, division, team and individual leader levels, using the lens of the rigorously researched Reina Trust & Betrayal Model®. All the Scales are keyed to the observable behaviors that build and break trust.

Each Reina Trust Scale is a statistically valid and reliable, self-report five-point Likert scale. The Scales are accessible via the internet using a highly secure server. Each takes no more than 15-20 minutes to complete.

Insights gained from Scale reports are used in Trust Building Workshops and coaching to help employees, teams and individual leaders understand the trust dynamics in their relationships, improve their own performance, and reach their goals. Data from the Reina Organizational Trust Scale® can be segmented by gender, level of responsibility, functional area or other categories, per your requirements.
Reina Trust Building® Workshops

Reina Trust Building® Workshops actively engage participants in experiential adult learning, group discussion, lively exercises and skills practice. Feedback from the Reina Trust Scales serves as a launching point, focusing the learning on real life issues. Trust Building Workshops prepare all your people to energetically pursue change initiatives, work successfully in teams, and achieve their goals.

Trust Building® At Work is a foundational workshop introducing the Reina Trust & Betrayal Model® to everyone in your organization. Participants learn:
- How trust dynamics affect their own success at work
- The often subtle ways people commonly experience broken trust at work
- Specific behaviors that build and break trust
- A shared language to address trust issues
- Seven steps to rebuild trust
- Action planning to apply Trust Building approaches in their own daily work

Trust Building® In Teams is an intervention workshop to improve trust dynamics within teams. The Reina Team Trust Scale® can be applied to help participants understand their team’s trust dynamics. Participants explore:
- How team members build and break trust in their team situations
- How the three different kinds of Transactional Trust™ affect their team’s productivity
- Key skills and perspectives needed to sustain trust in teams
- How to apply seven steps to rebuild trust and increase their team’s performance

Trust Building® For Leaders is a developmental workshop geared specifically to building trust in leader-follower relationships. The Reina Leadership Trust Scale® results help participants understand the current levels of trust in their relationships, via 360 feedback. Participants learn:
- The uniquely influential role leaders play in building or breaking trust
- How their personal capacity for trust affects their readiness to trust themselves and others
- Leader behaviors that most inspire trust and confidence in followers
- How to effectively engage, renew and energize those they lead
- The keys to sustaining trusting relationships during times of change
- How to apply seven steps to rebuild trust in their own leader-follower relationships

Facilitator Certification

Facilitator Certification builds your permanent Trust Building capacity. We will certify qualified professionals from your organization to lead Reina Trust Building Workshops, administer the Reina Trust Scales and serve as Trust Building consultants and coaches.
Trust Building® On-Line

Trust Building® On-Line is a web-based application you can implement as a stand-alone platform or in conjunction with our face-to-face workshops to:

- Rapidly and cost effectively immerse your entire organization in Trust Building concepts
- Integrate the Reina Trust Scales with targeted learning and action planning
- Offer anytime opportunities to practice and sharpen Trust Building skills
- Provide just-in-time coaching that helps people successfully apply Trust Building tools
- Effectively engage geographically dispersed teams and organizations
- Administer pre/post assessments to gauge progress of your ongoing Trust Building efforts

You can apply Trust Building® On-Line as self-paced individual e-learning or – more powerfully – as a moderated interactive platform that fosters widespread Trust Building dialogues, deepens engagement, and creates a sustained sense of trust-based community. Trust Building® On-Line also makes it easy to integrate customized content regarding your company’s change initiatives and business strategies.
Call 802-253-8808 to schedule a complimentary consultation with a Reina professional.