

# Understanding & Building Trust (Code: UBT)

Evolution-U Persuasion & Influence Business Suite

1/2 Day/Full Day/2 Days - Advanced



The Evolution-U Persuasion & Influence Business Suite is a focused offer of engaging soft skills trainings, providing usable tools for measurable performance gains praised by our clients

## Client Testimonials

“The whole course was one of the most appropriate I have been presented. Excellent!”

Dino Zavagno, Managing Director,  
Gladstone Morgan

**Useful** ★★★★★ 4.71  
(2,475 responses)

**Easy to Follow** ★★★★★ 4.70  
(2,373 responses)

Data Collection Methodology available on [www.evolution-u.com](http://www.evolution-u.com)

## Course Outline

This training is based on the research of Trusted Advisor Associates who published their best-selling text ‘The Trusted Advisor’ in 2000 and introduced the Trust Equation, a method of formalising trust into a set of four variables which can be individually developed and improved. Trusted Advisor methodology is used by leading multinationals globally for improving client relationships and developing higher margin business opportunities.

In this course, the key elements of being a trusted advisor and maximising your trust formula value are analysed using instructor presentation, group breakouts and case study. Open dialogue is encouraged to enable participants to benefit from the collective experience and wisdom of their peers.

## Learning Objectives

By taking this course, participants will;

- develop a deep understanding of the benefits of trust and focus on business opportunities more effectively by focusing on the appropriate benefits from any given client.
- understand the common traits of a trusted advisor and develop a reflective platform for assessing their own strengths and weaknesses in relation to the traits.
- learn the three basic skills of a trusted advisor and the 11 key principles for relationship building.
- become proficient in the trust equation developing a strong understanding of the structure of trust, how to identify areas of improvement, and how to maximise their individual trust scores.
- learn to apply the five stages in developing trust.
- discuss techniques in maintaining trust.
- learn ten quick impact actions for gaining trust.
- learn the five guiding trust principles for client interaction.

After each section participant’s will be given exercises and group breakouts during which the techniques are practised and applied to situations relevant to their business.

## Course Content

### Exploring Trust

Introduction to the attributes, benefits and underlying theory behind trust. This section focuses on the real business importance of taking trust seriously and treating it as a core competence. Subject matter covered includes the benefits of trust and the common traits of a trusted advisor.

### The Three Basic Skills of a Trusted Advisor

This section analysis the basic skills required to become a trusted advisor with the objective of giving participants the required tools for developing valued, long term relationships with their client including how to earn trust and the process of giving advice effectively, Socratic learning and the 11 key principles of building relationships are covered.

### The Structure of Trust

The Trust Equation and understanding how to operate within it's boundaries is the ultimate objective of this training. Based on leading research by Trusted Advisor Associates, this section introduces the Trust Equation and challenges participants to maximise their trust value in client interactions.

### The Five Stages in Developing Trust

There are five distinct steps in the development of a trusted relationship: Engage, Listen, Frame, Envision and Commit. In this section each of these stages is analysed in turn, giving participants a structured foundation for applying the process of building trust in their business relationships. Participants are supplied the EFLEC worksheet and conduct an exercise using the worksheet for guidance to help develop the skill set for utilising the five stages.

### Gaining & Maintaining Trust

Once trust has been gained, it cannot be taken for granted. This section discusses techniques for maintaining trust utilising the trust equation format and quick impact actions for gaining trust.

## Who Should Take This Course

Business Owners, Management, Sales, PR & Marketing Executives, Human Resources Executives, any and all Customer-facing Staff, anyone dealing with Sales, Negotiation or Mediation, or needing to influence or persuade people on a regular basis will benefit for learning and mastering the techniques introduced in these courses, with immediate results.

This training course is fully certified by Evolution-U.

For more information & reservations please contact Jessica  
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[www.evolution-u.com](http://www.evolution-u.com) • [www.linkedin.com/in/neilorvay/](https://www.linkedin.com/in/neilorvay/)

NLP Communication Skills • Collaborative Communications • Pitching & Presenting • Media Training  
Sales Effectiveness • Building Trust • Negotiation Theory • Diversity & Inclusion • Design Thinking  
Persuasion Psychology • Personality Profiling • Leadership • Teambuilding • Personal Empowerment