



# Unlocking Executive Leadership through The Trust Economy

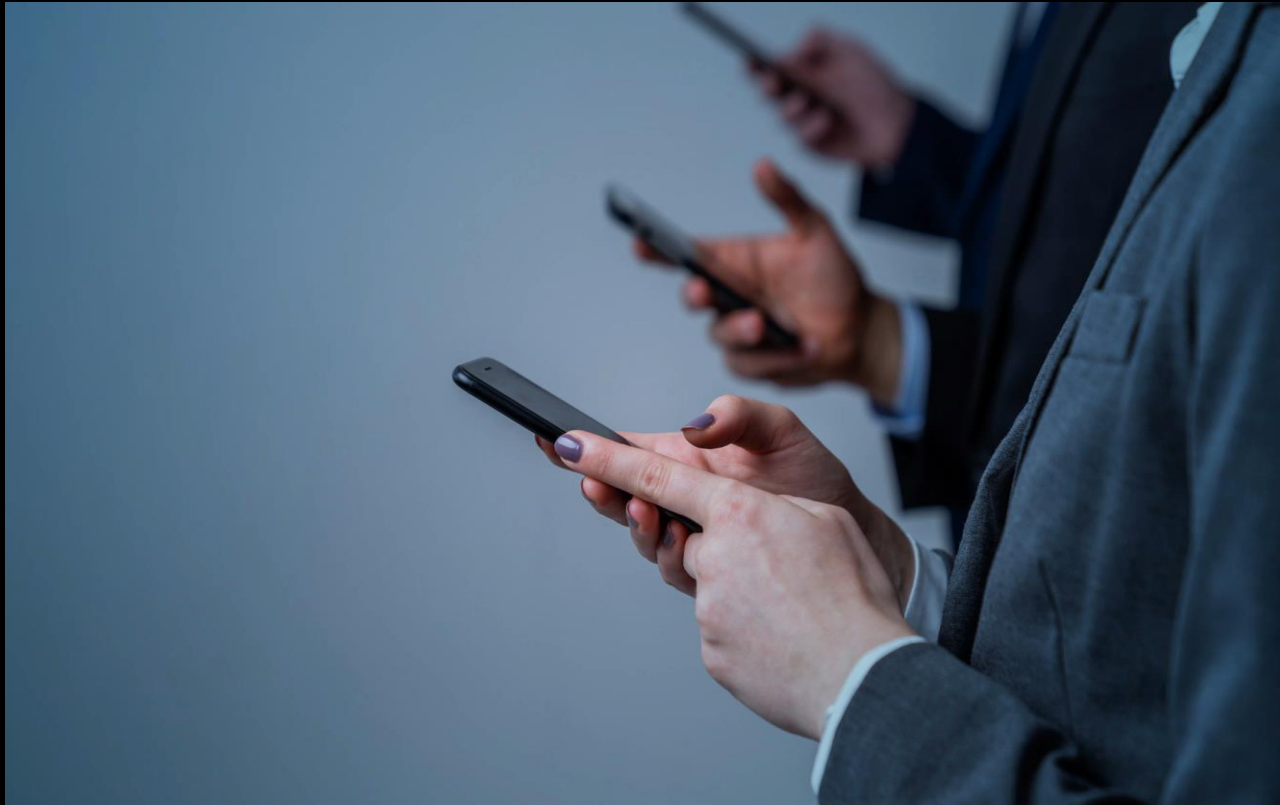
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# Welcome



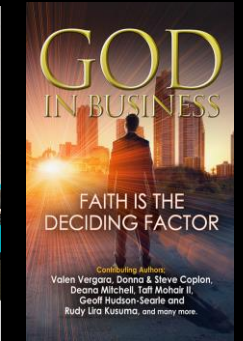
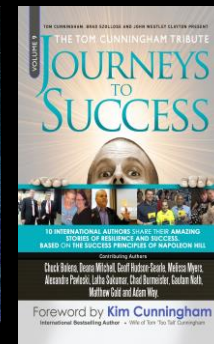
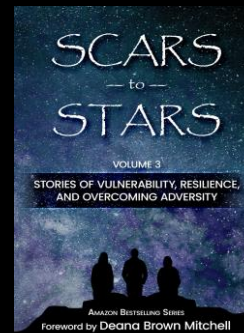
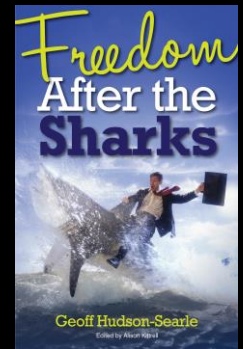
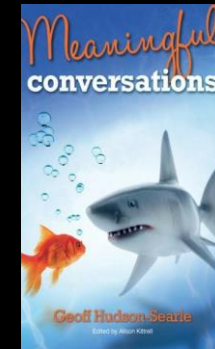
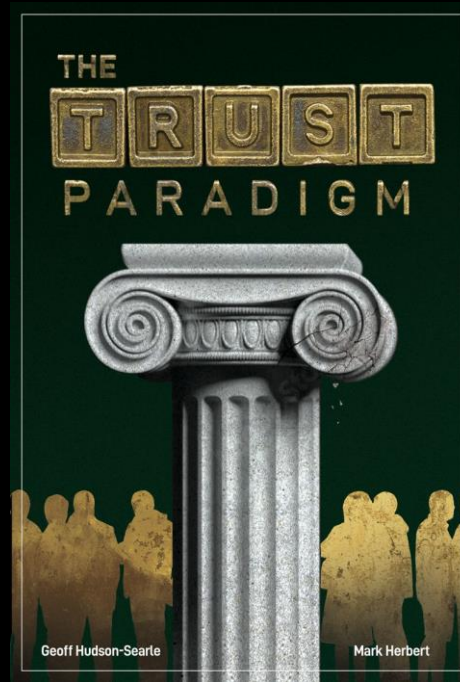
# Social media



#Tags

#ibemexecutiveleadership2023  
#ibemevents





# Geoff Hudson-Searle



# Today's discussion

The shift to stakeholder capitalism creates pressure for corporate leaders to try to satisfy a wide range of constituencies with different, sometimes conflicting interests and perspectives. Earning their trust is key to navigating this tricky terrain.

Given the urgency of **building trust** and the headwinds to it, leaders need to make trust around corporate ESG, sustainability and impact performance a top priority

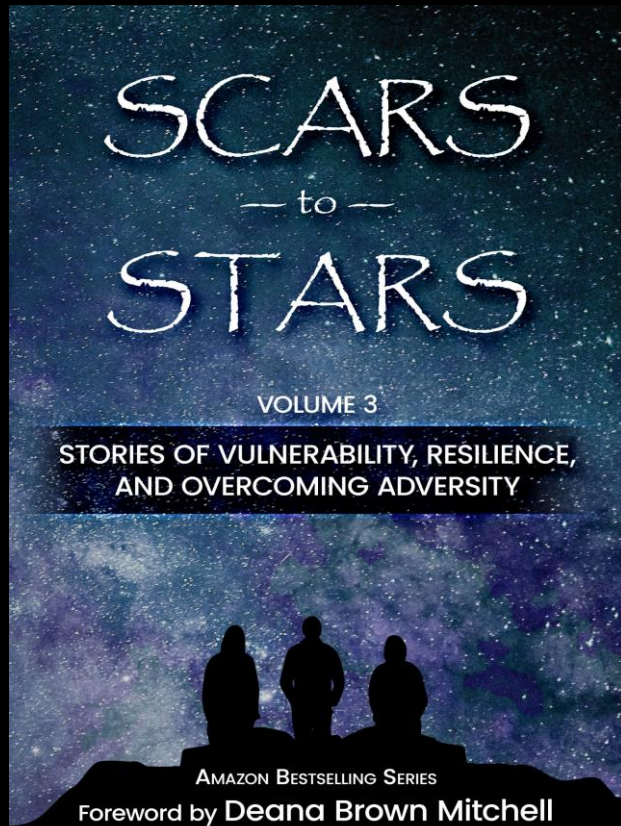
## Itinerary

2.30-4.00pm: Thought leadership

4.00-4.30pm: Fireside chat with the speakers

4.30-5.30pm: Drinks, canapes and networking

# The Realize Foundation



#1 in Depression



Bestselling Series

Deana Brown Mitchell CMP is the founder and executive director of The Realize Foundation.

As a suicide survivor herself, she knows how important it is for people to know they are not alone.

Through our collective support to this important cause , we can support Deana's work with The Realize Foundation across their programs and objectives.

I hope we can all support the importance of her work and make societal a better place for mental health wellbeing.

# Today's discussion

**Corporate leaders** today are measured by a new yardstick. The supreme test of a CEO and board of directors is now the value they create not just for shareholders, but for all stakeholders.

Our research shows that trust is the key to success.

Yet growing distrust, cynicism and misinformation are eroding confidence in corporate impact and Environmental Social & Governance (ESG) claims.

To prosper in the age of stakeholder capitalism, companies must actively cultivate the trust of employees, investors, customers, regulators and corporate partners: developing strategies to understand these stakeholders more intimately, implementing deliberate trust-building actions, tracking their efforts over time, and communicating openly and effectively with key stakeholder groups.





# Trust is a hard, economic driver.

“Contrary to what most people believe, trust is not some soft, illusive quality that you either have or you don’t; rather, trust is a pragmatic, tangible, actionable asset that you can create.”

— Stephen R. Covey

# Dan Ilett



# Lieutenant Colonel Oakland McCulloch,



***“A team is not a group of people who play together, it is a group of people who trust each other.”***

**Vince Lombardi**

The background of the slide features a dramatic sunset with a bright orange and yellow sky. In the foreground, four silhouetted figures are shown in a sequence of actions to help each other climb a dark, jagged rock formation. One person is at the bottom left, reaching up. Another is in the middle, being pulled up by a third person. A fourth person stands at the top right, having successfully reached the summit. The word 'TRUST' is written in large, bold, red capital letters on the right side of the rock formation.

# **TRUST**

## **Why Is It Important**

- ✓ It is About People
- ✓ The Glue
- ✓ 360°

## **Key Elements & How To Build**

- ✓ Servant Leadership
- ✓ Be the Example
- ✓ Build a Community
- ✓ Build a Common Understanding

























# Douglas Lines



# How trust lights the fire in our hearts



## The Key Leadership Attribute Patterns For The 3rd Information Age

OFFERING A DIRECTION AND INTEGRATING PLANS INTO ACTION				AGILITY	
(Help) build a purpose everybody can connect to		Leading with vision & values Leading with values and high integrity		Leading across the 3 Horizons of Growth	
Integrator convert the vision and massive transformative purpose into operational execution		Ability to lead change and transition Change is something that happens to people, transition on the other hand is internal, its what happens in peoples minds as they go through change		(Help) Create alignment	
DEALING WITH COMPLEXITY/UNCERTAINTY				KNOWLEDGE	
Ability to bridge different cultures		Ability to deal with paradoxes		Integrating diverse perspectives	
Communication		Circular thinking / sustainability		Simplification / understanding the essence	
PEOPLE LEADERSHIP		PERSONAL QUALITIES			
Hire great people		Educator and challenger/ evolving people		Raw intelligence	
Servant leadership/ people leadership		Enable focus		Presence	
Network		Openness towards others		Disruptive challenger mindset	
Health management		Treat people as real assets		Awareness of individual drivers & objectives	
THE BEDROCK: EXPERIENCE & WISDOM					

# Sally Duckworth





# Julian Middleton



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# Fireside chat



# Questions and answers



# Drinks, canapes and networking

