

FEAR INTELLIGENCE: TRUST

Transform how your leaders build credibility, inspire confidence, and create high-performing cultures.

Low trust is expensive.

It shows up as hesitation. Second-guessing. Teams that hold back instead of speaking up. Leaders who micromanage because they don't believe their people can deliver. Turnover that bleeds talent and institutional knowledge. Politics that waste energy on protection instead of progress.

Your organization cannot scale without trust. When trust is low, everything takes longer. Decisions stall. Communication breaks down. Good people leave. The ones who stay disengage.

This program trains leaders to build the credibility that accelerates performance and the trust that holds teams together under pressure.

Why You Need This

Trust isn't soft. It's the operating system for everything else.

Without it, strategy doesn't execute. Feedback doesn't land. Change initiatives fail. Teams stay siloed. Leaders burn political capital on problems that trust would have prevented.

Most leadership programs assume trust will happen if people are nice to each other. This program recognizes the truth: trust is built through specific, repeatable behaviors grounded in self-awareness and sustained through consistent action.

Six weeks. Fifteen minutes a day. Real transformation in how your leaders show up, follow through, and build the kind of culture where people do their best work.

What This Is

Six weeks. Fifteen minutes a day. Five days a week.

No lectures. No theory without application. Daily prompts delivered by email, supported by a comprehensive workbook. Self-awareness exercises. Behavioral frameworks. Reflection questions designed for real leadership challenges: handling broken commitments, rebuilding damaged relationships, navigating organizational politics, creating psychological safety.

Participants use the Trust Assessment to identify their blind spots across self-trust, relationship trust, and organizational trust. Then they build one capability at a time until credibility and confidence become their default.

What This Is

Optional group and individual coaching available for deeper integration.

The Framework

Week 1: Self-Trust and Personal Credibility

Build the foundation. You cannot give what you don't have. Leaders who doubt themselves signal that doubt to their teams. This week uncovers the fear patterns that erode self-trust and builds the internal credibility required to lead with confidence.

Week 2: The Elements of Trust

Master the components. Trust isn't one thing. It's competence, integrity, dependability, and genuine care working together. Leaders learn to assess where they're strong and where gaps are costing them credibility.

Week 3: Building Relationship Trust

Establish consistent behaviors. The 13 Behaviors of High Trust translate intention into action. This week focuses on the daily practices that build rapport, deepen connection, and create the relational capital that carries teams through hard times.

Week 4: Trust Killers and Counterfeit Behaviors

Recognize what destroys trust. Most leaders don't set out to break trust. They slip into counterfeit behaviors that look right but feel wrong. Inauthenticity. Broken promises. Blame-shifting. Political maneuvering. This week teaches leaders to spot these patterns in themselves before they become reputation killers.

Week 5: Organizational Trust and Systemic Alignment

Scale trust across teams. Individual credibility matters, but organizational trust requires alignment between what leaders say and what systems reward. This week addresses misalignment, communication breakdowns, and the cultural dynamics that either multiply or undermine trust at scale.

Week 6: Restoring and Sustaining Trust

Repair what's broken and maintain what's built. Trust will be tested. Leaders learn how to own mistakes, rebuild credibility after failure, and create sustainable practices that keep trust strong over time.

What Changes

Before Leaders who inspire suspicion instead of confidence. Teams that hold back because they don't believe it's safe to speak up. Decisions that take weeks because no one trusts the process. High performers who leave because they don't trust leadership to support their growth.

After Leaders with the credibility to move fast. Teams that challenge ideas without fear of retribution. Decisions that happen quickly because trust accelerates execution. People who stay because they trust their leaders to invest in their success.

By the end of six weeks, your leaders will:

- Build and sustain self-trust under pressure
- Demonstrate the behaviors that create relationship trust
- Recognize and eliminate trust-killing patterns
- Navigate organizational dynamics without losing credibility
- Restore trust when it's been damaged

Strong organizations run on trust. This program builds it.

Bring Fear Intelligence Trust to your organization

Book A Call With Jacqueline Today

"Trust isn't built by talking about values. It's built by keeping promises when it's inconvenient, owning mistakes before being caught, and following through when no one's watching."

— Jacqueline Wales