

BUILDING TRUST AND INFLUENCE



GENTEX[®]
TRAINING CENTER



Introduction

Strong professional relationships rest on two qualities that cannot be mandated: trust and influence. This Training Course helps participants develop the credibility, communication skills, and ethical persuasion techniques needed to earn trust and influence outcomes without relying on formal authority. Participants explore the psychological foundations of trust, learn proven influencing models, and practice techniques for building rapport across diverse teams and stakeholders. The course combines behavioral science with practical communication tools, enabling participants to strengthen relationships, resolve disagreements, and drive alignment even in situations involving competing priorities. Participants leave with a repeatable framework for building lasting trust and exercising positive influence within their organizations.

Building Trust and Influence Course Objectives

- Define trust and influence and their role in professional effectiveness
- Apply the Trust Equation to identify and strengthen credibility gaps
- Use Cialdini's principles of persuasion to influence ethically
- Build rapport through active listening and empathetic communication
- Apply storytelling techniques to communicate ideas persuasively
- Strengthen personal credibility through consistency and reliability
- Use emotional intelligence to read and respond to others effectively
- Apply influencing-without-authority techniques in cross-functional settings
- Design strategies for rebuilding trust after setbacks
- Practice giving and receiving feedback to reinforce trust



Course Methodology

This course uses interactive workshops, self-assessment tools, and real-world case studies to build practical trust and influence skills. Participants practice role-plays, structured feedback sessions, and group discussions that mirror workplace scenarios. Facilitators guide peer coaching and reflective exercises to reinforce learning. The methodology combines behavioral science with hands-on practice, ensuring participants leave equipped to apply these skills immediately.

Who Should Take This Course

- Team leaders and managers seeking stronger influence
- HR and organizational development professionals
- Project managers working across cross-functional teams
- Sales and client-facing professionals
- Change management and communication specialists
- Employees preparing for leadership roles
- Anyone seeking to build credibility and rapport at work

Building Trust and Influence Course Outlines

Day 1: Foundations of Trust

- Define trust and its role in professional relationships
- Apply the Trust Equation to assess credibility
- Identify behaviors that build and erode trust
- Discuss the link between trust and team performance
- Assess personal trust-building strengths and gaps

LEARN BOLD. LEAD BEYOND

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com



- Introduce the concept of psychological safety
- Set personal trust-building goals

Day 2: Communicating with Credibility

- Practice active listening and empathetic communication
- Apply storytelling techniques to communicate ideas
- Use emotional intelligence to read others effectively
- Strengthen consistency and reliability in communication
- Build rapport through nonverbal communication cues
- Apply transparent messaging in difficult conversations
- Create a personal credibility-building plan

Day 3: Principles of Ethical Influence

- Apply Cialdini's principles of persuasion
- Practice influencing-without-authority techniques
- Use reciprocity and social proof ethically
- Apply framing techniques to strengthen messages
- Address resistance through collaborative dialogue
- Build influence across cross-functional teams
- Strengthen persuasive confidence through practice

Day 4: Sustaining Relationships Under Pressure

- Apply conflict resolution techniques to disagreements
- Rebuild trust after setbacks or miscommunication
- Manage difficult conversations with transparency



LEARN BOLD. LEAD BEYOND

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com



- Use feedback loops to reinforce credibility
- Address misaligned expectations proactively
- Apply structured problem-solving to relationship challenges
- Document lessons learned from trust-repair cases

Day 5: Leading with Trust and Influence

- Develop leadership behaviors that build trust
- Coach others using trust-based feedback
- Design long-term influence-building strategies
- Align stakeholder goals through ethical persuasion
- Plan for sustained credibility within teams
- Review course learnings and personal commitments
- Prepare an action plan for building trust and influence

Conclusion

By successfully completing Building Trust and Influence, participants will have acquired practical tools to build credibility, communicate persuasively, and strengthen relationships across their organizations. This Training Course provides a structured framework for earning trust and exercising ethical influence, supported by proven models such as the Trust Equation and Cialdini's principles of persuasion. Delivered by Gentex Training Center, the program equips participants with the confidence and skills needed to lead with trust and influence in any professional setting.

FAQs





Q1 What is the "Building Trust and Influence" course about?

This course teaches participants how to build credibility and influence outcomes without relying on formal authority. It combines the psychological foundations of trust with proven persuasion models, helping participants strengthen relationships and drive alignment across teams.

Q2 What are the key benefits of the "Building Trust and Influence" course?

Participants gain stronger credibility, improved communication skills, and greater ability to influence outcomes ethically. The course also strengthens rapport-building and equips participants with tools to resolve disagreements and rebuild trust after setbacks.

Q3 What skills will I gain from the "Building Trust and Influence" course?

Participants develop credibility-building, ethical persuasion, rapport-building communication, and conflict resolution skills. These core competencies help professionals strengthen relationships while driving alignment across diverse teams and stakeholders.

Q4 What tools, methods, or standards are covered in the "Building Trust and Influence" course?

The course covers the Trust Equation, Cialdini's principles of persuasion, storytelling and framing techniques, emotional intelligence practices, and influencing-without-authority methods for cross-functional collaboration.



Q5 How is the "Building Trust and Influence" course applied in real-world practice?

Participants apply trust-building and persuasion techniques to real workplace relationships, manage difficult conversations, and rebuild credibility after setbacks. These tools help professionals sustain influence during organizational change, cross-functional projects, and high-stakes negotiations.