

TRUST AND INFLUENCE IN LEADERSHIP



GENTEX[®]
TRAINING CENTER

Step 1 Course Classification

Category: Business & Management Excellence Courses Subcategory: Leadership & Management Training Courses

Next-best alternative: Interpersonal Skills & Self-Development Training Courses but since the course centers on leadership credibility and influencing others within organizations, Leadership & Management is the closest match.

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Trust and Influence in Leadership Training Course

Introduction

Authority gets people to comply; trust gets them to commit. Leaders who build both move decisions faster, survive change more easily, and keep their best people longer. This Trust and Influence in Leadership Training Course gives participants a practical framework for earning credibility and using it responsibly. Furthermore, it covers trust-building behaviours, influence tactics, ethical persuasion, and communication practices that hold up under pressure. Participants also learn to repair trust after mistakes and to influence without relying on position alone. As a result, they leave able to lead in ways that people follow willingly, not merely out of obligation.

Trust and Influence in Leadership Course Objectives

- Explain the core components of trust: competence, character, and consistency.
- Assess personal trust levels with the Trust Equation framework.
- Identify credibility gaps and behaviours that damage trust.

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- Apply Cialdini's six principles of persuasion ethically.
- Build influence through expert power, referent power, and reciprocity.
- Use the Trust-Based Influence model to align persuasion with values.
- Communicate vision and direction with clarity and conviction.
- Handle difficult conversations without eroding trust.
- Repair trust after errors, failures, and broken commitments.
- Measure team trust with simple engagement and psychological safety indicators.

Course Methodology

- Interactive workshops built around real leadership situations.
- Guided trust audits using the Trust Equation and feedback data.
- Role-play for influence, difficult conversations, and trust repair.
- Case studies of leadership credibility successes and failures.
- Peer feedback and structured self-reflection exercises.
- Action planning that links each practice to the participant's own team.

Who Should Take This Course

- Managers and team leaders building credibility with their teams.
- Senior specialists moving into formal leadership roles.
- Executives and directors leading change and transformation.
- Project and program managers influencing without authority.
- HR and people leaders driving culture and engagement.
- Consultants and advisors supporting leadership development.





Trust and Influence in Leadership Course Outlines

Day 1: Understanding Trust in Leadership

- Defining trust and distinguishing it from likeability.
- Exploring the Trust Equation: credibility, reliability, intimacy, self-orientation.
- Examining how trust forms, spreads, and declines.
- Linking trust to psychological safety and team performance.
- Recognizing leadership behaviours that build or erode trust.
- Assessing personal trust ratings with feedback input.
- Completing a personal trust audit.

Day 2: Credibility and Consistent Leadership

- Building credibility through competence and evidence.
- Demonstrating reliability with kept commitments.
- Aligning words, decisions, and behaviour.
- Communicating honestly about limits and uncertainty.
- Managing promises and expectations carefully.
- Handling pressure without shifting values.
- Practicing consistency in routine leadership moments.

Day 3: Influence and Ethical Persuasion

- Applying Cialdini's six principles of persuasion.
- Building expert power through knowledge and results.
- Developing referent power through relationships and respect.

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- Using reciprocity and social proof responsibly.
- Framing messages around shared goals and values.
- Recognizing and avoiding manipulative influence.
- Practicing persuasion in role-play scenarios.

Day 4: Difficult Conversations and Trust Repair

- Preparing for difficult conversations with structured scripts.
- Giving critical feedback with the SBI model.
- Handling disagreement without damaging relationships.
- Acknowledging mistakes quickly and honestly.
- Rebuilding trust after broken commitments.
- Setting repair plans with clear follow-through.
- Practicing trust-repair conversations.

Day 5: Influence, Culture, and Sustained Trust

- Communicating vision with clarity and conviction.
- Influencing upwards and across peer groups.
- Building a team culture of openness and accountability.
- Measuring trust with engagement and safety indicators.
- Sustaining trust through change and uncertainty.
- Delegating with confidence to reinforce trust.
- Preparing a 90-day trust and influence action plan.





Conclusion

By successfully completing Trust and Influence in Leadership, participants will gain the knowledge to build credibility deliberately, influence decisions ethically, and repair trust when it weakens. They will acquire skills in trust assessment, ethical persuasion, difficult conversation management, and trust repair that strengthen both team performance and leadership reputation. Gentex Training Center builds this course around live leadership scenarios, so learners return ready to lead with credibility, consistency, and genuine influence.

FAQs

Q1 What is the "Trust and Influence in Leadership" course about?

It explains how leaders earn credibility and use it to move people and decisions. The course covers trust models, credibility behaviours, ethical persuasion, influence tactics, difficult conversations, trust repair, and how to measure trust and psychological safety in teams.

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

Participants gain stronger team commitment, faster agreement on decisions, and more open communication. They also handle disagreements and feedback without damaging relationships, rebuild trust quickly after mistakes, and influence upward and across functions more effectively. These gains improve retention and delivery.



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

You will gain trust assessment and credibility building, ethical persuasion and influence, difficult conversation management, and trust repair and relationship recovery. These four skills work together to make leadership authority earned rather than merely assigned.

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

The course covers the Trust Equation, Cialdini's six principles of persuasion, expert and referent power models, the SBI feedback model, structured conversation scripts, psychological safety indicators, engagement measurement approaches, trust repair plans, and commitment-tracking tools.

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

Participants audit their own trust ratings with team feedback, practice persuasion and difficult conversations through role-play, and run a trust-repair conversation on a real situation. They then apply consistency and influence practices with their teams and review progress against a personal action plan.