

DPRCG 2024 CONVOCATION

How to Build Trust: Design, Construct, Evaluate

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THE VALUE OF
TRUST

Session Description

Building Trust with clients, consultants, and within your firm is the highest priority. Firms must have a proactive plan to teach and instill trust that can be passed down to future leaders. In this session, a firm leader and a team leader will compare methods to “Design” the art of trust with clients (external), “Construct” the value of trust with your team (internal), and “Evaluate” the measurement of trust (external and internal).

Learning Objectives

Design the Art of Trust

- By the conclusion of this session attendees will understand the application of Trust in their practice and project work related to Character, Consistency, Communication, Caring, Competence, and Credibility. They will be able to distinguish why trust is relevant to the design industry through an understanding of the fundamentals of trust, the foundation of trust, and the attributes of trust.

Construct the Value of Trust with your Team

- At the end of this section, each attendee will be able to examine how trust is integral to their firm's Mission, Vision, and Strategic Plan including a Roadmap for their Practice. Through formal mentoring and coaching, they will be able to assess their Practice and Studio actions that will build and establish trust.

Evaluate the Measurement of Trust

- As each attendee concludes the session, they will be able to differentiate who to formally evaluate leaders and teams through deliberate measurement of trust factors, roll playing examples, and delegation that will lead to healthy succession. They will recognize the evidence of trust within their organization and be able to intentionally plan for the future.



1

Design

The Art of Trust with Clients
(External)



Design: The art of trust with clients

Practice Focus



Character



Consistency



Communication

Studio Focus



Caring



Competence



Credibility

TRUST

The **lever** in
our industry

The **future** to
your practice

The **foundation**
to all projects
and client
relationships

A **living and
subsisting**
attribute

“Having people’s trust is like having a good reputation – it can take a lifetime to build, but it can be lost in a moment...When a team has trust, it can be more innovative, collaborative, and productive.”

Ken Blanchard “Trust Works!” 2013



2

Construct

The Value of Trust with Your Team
(Internal)



Studio Leader

Community Representative

Future Partner

Trusted Successor



Practice Roadmaps



Mission & Vision

Your firm's present focus and aspirational goals of the future.

Brand Promise

The value that your firm delivers to your clients.



Strategic Plan

The art of creating specific business strategies to push your firm forward.

Annual Roadmaps

Facilitating relationships, loyalty, growth, succession and accountability.

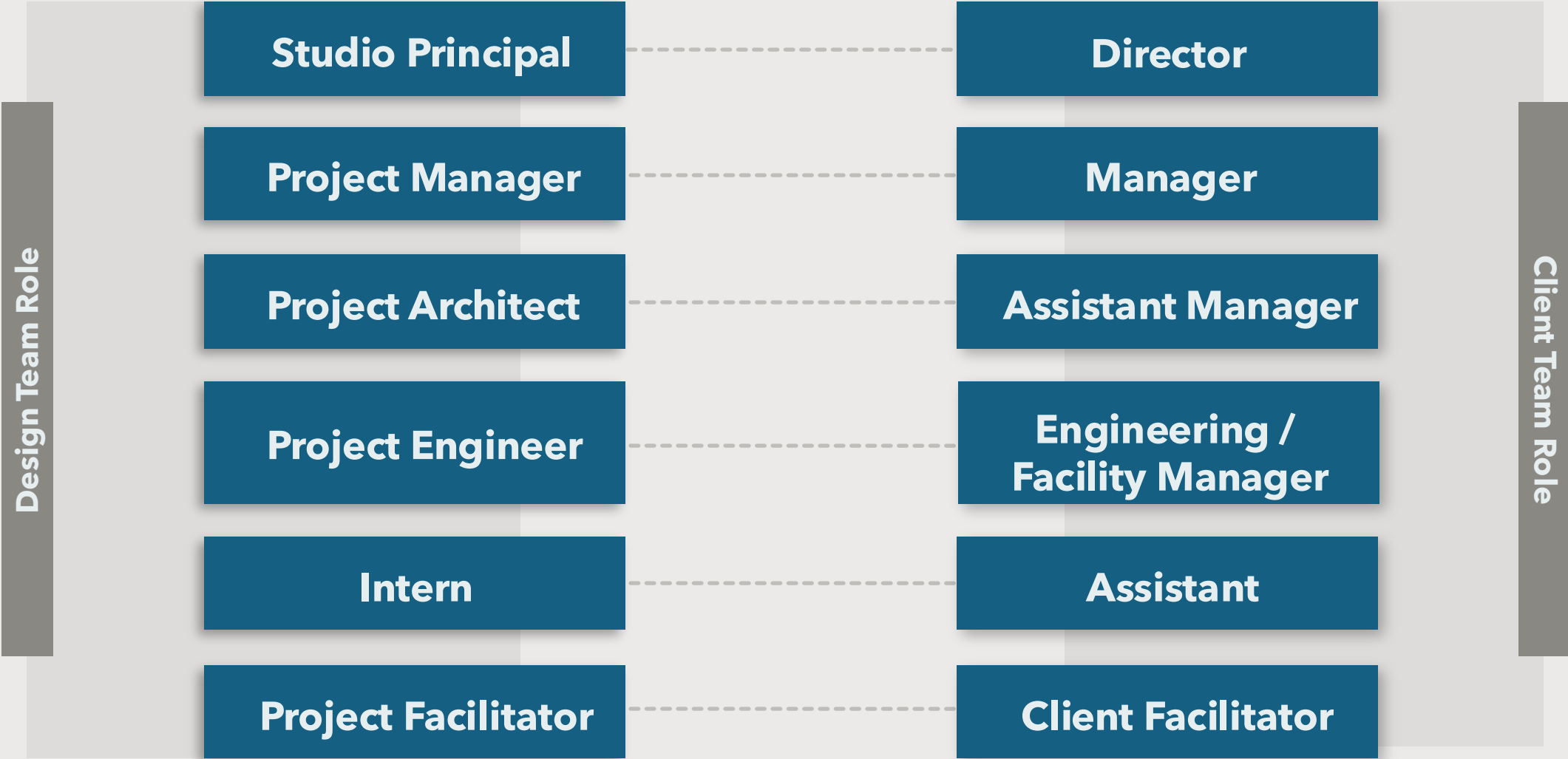




Mentoring & Coaching

Practice Focus

Firm / Client Paired Model

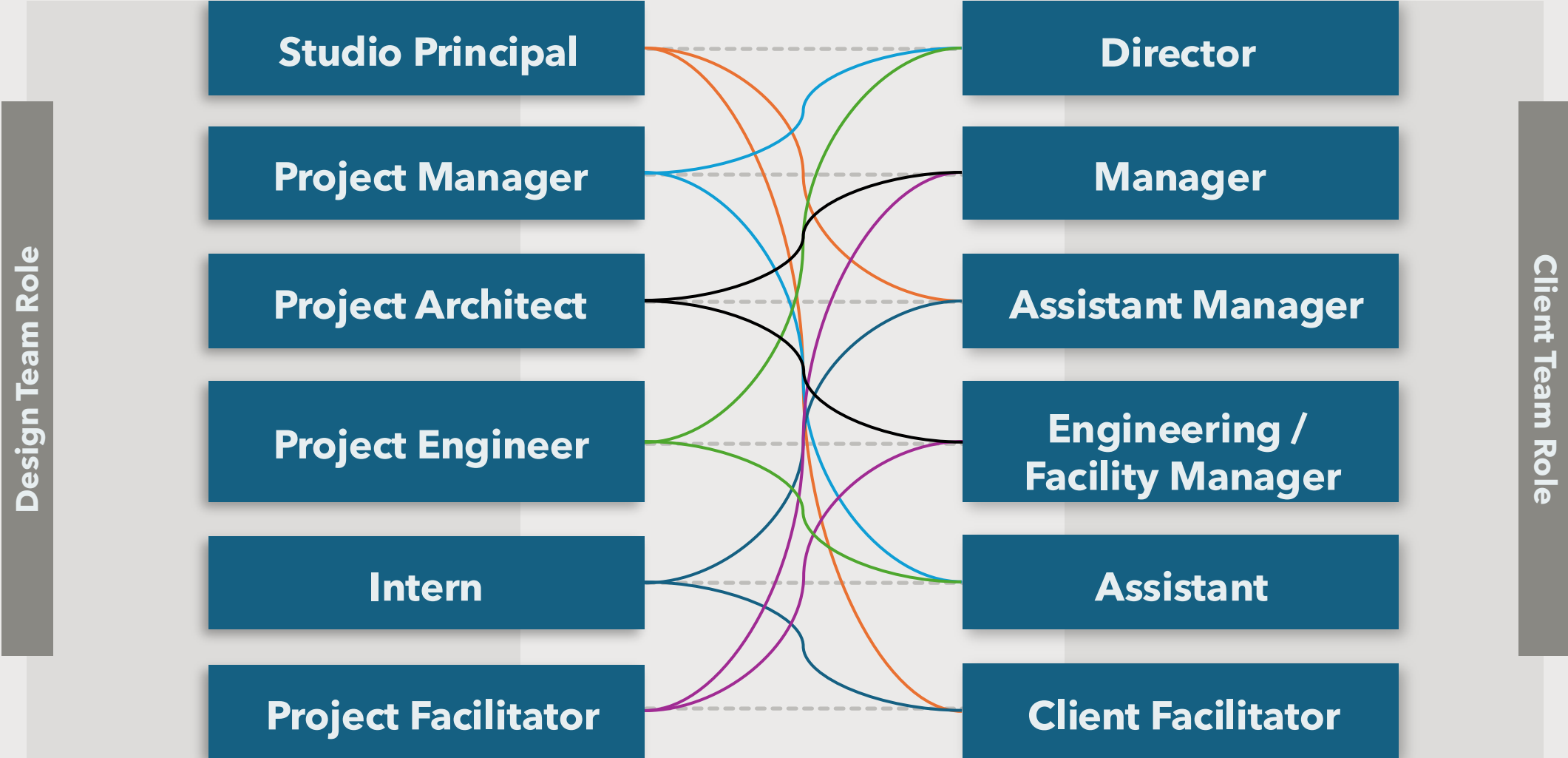


Mentoring & Coaching

Studio Focus



Firm / Client Paired Model



“Trust is built from the inside out. If you want to be trusted by people outside, the people inside must be trusted and feel they are trusted.”

Sandra Sucher: Podcast #207



3

Evaluate

The Measurement of Trust
(Internal & External)

**Studio
Touchpoints**
Bi-Weekly



**Client
Touchpoints**
*Annual &
Bi-Annual*



Measuring Trust

Category	Factor	Progress	Weight	Score
Tangible (Factual and Objective)	Experience & Credentials	●●●●●●●●●●	1.0	5.0
	Product Quality and Compliance	●●●●●●●●●●	0.8	5.6
	Financial Integrity	●●●●●●●●●●	1.1	6.6
	Communication & Responsiveness	●●●●●●●●●●	1.2	10.8
	Consistent & Flexible	●●●●●●●●●●	0.8	3.2
Non-Tangible (Emotional and more subjective)	Relationship Building & Reference	●●●●●●●●●●	1.3	11.7
	Loyalty & Commitment	●●●●●●●●●●	1.0	10.0
	Resilience & Receptiveness	●●●●●●●●●●	0.7	2.8
	Authentic & Reliable	●●●●●●●●●●	1.1	11.0
	Sense of Collaboration	●●●●●●●●●●	1.0	8.0

Total Weighted Score

74.7



Evidence of Trust

Practice Focus

Studio Focus

A Trusted Advisor

Win Better Work

Financial Performance

Gain Valuable Feedback

Better Conflict Resolution

Better Communication

Reputation & References

Recruiting & Retention

Followership & Credit

Deliverable Quality

Better Results
for Your Firm &
Your Clients



**“What gets measured gets done ...
If you know the impact you want to
create and how much of it has
already taken place, then half the
battle is knowing what further
changes need to be made.”**

Sandra Sucher & Shalene Gupta



“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 and actionable asset that you can create.”

Stephen Covey



Dialogue



**Technology Pros
& Cons**

**Demographics &
Diversity**



**Internal vs.
External Training**

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