



## **Enter the Chief Trust Officer**

We are in unprecedented times. Trust is on the agenda more than ever, from the boardroom to the classroom. Organisations are rising and falling on their ability to build, maintain or restore trust with their stakeholders.

The problem? Leaders are in the dark.

Around the world, leaders, business owners and board directors are no longer asking 'why' trust. They are asking 'how'.

As organisations move into each new phase, the demand for attention to specific aspects of governance and business management has led to the rise of a new profession, such as Chief Financial Officer and Chief Information Officer. Now enter the Chief Trust Officer.

Trust is pivotal to the success of each organisation and requires dedicated focus, and in many industries now that focus is demanded. This goes beyond conducting yet another survey that tells you what you already know, and calls attention to the behaviours and decisions that are chipping away and destroying trust, impacting all your stakeholders.

The Chief Trust Officer operates inside your organisation and sees everything through the lens of trust – from strategy, to culture, to process.

They:

- ⇒ Understand the dynamics of trust at its very core
- ⇒ Are skilled in identifying trust gaps and its causes
- ⇒ Develop strategies to educate, monitor, measure and report on trust and its impact

Developing these skills takes time, but can build on existing talent. It is an investment in your career, in your organisational success, in your commitment to ethical standards, in your desire to lead the pack with a level of integrity and excellence.

Are you ready?

## How are Chief Trust Officers developed?

There are **five pillars** to the Platinum Entente Chief Trust Officer development program:

**One: Intensive 2 day small group training** – this takes a deep dive into the mechanics of trust, addressing human behaviour and decision making, neuroscience, psychology, motivation, but with a highly practical implementation focus. Teaching proven techniques, tools, dialogue, communication and language in small group setting with individual, pairs and group work.

**Two: 12 months CTO Forum** – half day exclusive peer problem solving and expert coaching and mentoring. CTOs are encouraged to bring personal and professional case studies and examples to work through in a highly confidential setting, working through various aspects of trust building and restoration, from leadership to marketing, sales, customer experience, compliance and risk, to employee experience.

**Three: One on One executive coaching and advisory** – because each CTO's organisation is different, and each develops at a different pace, there is an option for individual coaching and advisory with Vanessa Hall, and/or other trust experts depending on individual needs.

**Four: Trust Tours** – as organisations wrestle with inclusion and diversity, culture and values, we provide a unique opportunity for CTOs to explore and experience trust in different cultures in a blend of 'behind the curtain' experiences, workshops, interviews, panel discussions, and hands-on practical application. Partnering with international executive groups and corporate travel, this takes the CTO to a new level of their professional development.

**Five: Expanding career opportunities** – over time, it is anticipated we will see a rapid growth and expansion of the CTO market internationally, so our focus is to align with each CTO wishing to advance their career.

### Who is this for?

The CTO could be an extension of an existing senior Risk or Compliance role, Internal Audit, Operations, or Communications heads. In some organisations it may be the CEO themselves. Independent consultants may also be interested in developing these skills to serve our growing client base.

### What is the Promise?

Platinum Entente is launching Pillar One to Three in 2019, and the remainder in 2020, expanding on 13 years of global trust building and restoration work of Vanessa Hall and her organisation, Entente. Each organisation is different, so we do not promise an absolute outcome however, what we know from experience is this – trust significantly and positively impacts the 3 Rs of trust: Results, Retention and Relationships:

- ⇒ Results in the form of revenue and/or profitability increased up to 2.5 times,
- ⇒ Retention, both employee and customer, improved by upwards of 25%, and
- ⇒ Relationships between executive teams, and across all stakeholders shifted from adversarial to collaborative

## Investment

Price is exclusive of GST and is valid only until 31 December 2019.

### Pillar One: 2 Day Intensive CTO Training

(Limited to 10 participants per course)

Full price: \$2,970

NFP price: \$2,550

#### Dates:

Sydney: 31 October & 1 November 2019  
Adina Apartment Hotel Sydney Town Hall  
511 Kent Street, Sydney

or

Melbourne: 14 & 15 November 2019  
Level 14, 330 Collins Street, Melbourne

### Pillar Two: CTO Monthly Forums

Full price: \$550 per month

NFP price: \$500 per month

12 months paid in advance: \$6,000

#### Sydney

2019 Dates

9am – 1pm, Various venues (TBC)

Thursday, December 5

#### Melbourne

2019 Dates

9am – 1pm, Various venues (TBC)

Thursday, September 26

Thursday, October 24

Thursday, November 28

Thursday, December 19

### Registration

Registration is via application.

Contact: [info@entente.com.au](mailto:info@entente.com.au)

Or call Vanessa Hall on 0414 560 781

*"You can read the book. You can surf the website. You can talk to others. But please attend the 2 day immersive session so you can accelerate your understanding and be much better equipped to apply the superbly robust behavioural model and critical insights to change your own world."*  
- Sean Coady, Risk Consulting Practice Leader, Insync

*"I came to the training with curiosity, not yet understanding the significance of trust. What I learned was how profound the impact can be both personally and professionally. I loved the model that synthesised complexity and distilled it into a simple, memorable model."*  
- Helen Lowy, Program Manager, Department of Health & Human Services VIC

