



Forum Success
Principles

CONFIDENTIALITY ●
EXERCISES ●

COMMITMENT ●
EXERCISES ●

FORUM PROTOCOL ●
EXERCISES ●

MEMBERSHIP ●
EXERCISES ●

LEADERSHIP ●
EXERCISES ●

RENEWAL ●
EXERCISES ●

MEETING STRUCTURE ●
EXERCISES ●

SHARED VISION ●
EXERCISES ●

TOOLS FOR TRUST

TOOLS, TIPS AND EXERCISES TO BUILD STRONGER TEAMS



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Building trust among teams is paramount to business success. This e-book provides actionable tools to help you strengthen trust among your teams today.

Speak bravely, share openly, spark ideas and inspire your peers. YPO is a safe haven where leaders can be true to themselves and trustworthy to others, encouraging the honest, authentic exchange of diverse ideas that lead to extraordinary results.

And, YPO members who have applied these principles in their own business create more successful, productive and trusting teams. Yet, many business leaders do not have the structure or tools to action that trust in business, until today.

YPO Global Pulse Survey

In January 2020, 2,960 chief executives participated in [YPO's Global Pulse Survey](#) on Trust, sharing their perspectives on trust in business. The survey revealed that chief executives view trust as a top priority, but building this trust with employees is not easy. Competing priorities, lack of time, and lack of alignment among senior leaders threaten the effectiveness of chief executives' trust-building efforts.

And although nearly all chief executives (95%) are personally working hard to build trust with their employees, just one-third say their businesses have defined specific plans for building and maintaining employee trust.

The good news is that you can get started building employee trust now, using YPO's forum success principles. We have adapted the success principles that make YPO forums so exceptional, for business, with the goal of strengthening team trust. **Read on for a brief explanation of YPO forum, and for actionable tools to build trust with and among your business teams today.**

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INTRODUCTION

A story about business

The key components of what makes YPO a safe haven for chief executives - empathy, reliability, altruism, authenticity and honesty - are expressed in their purest form in YPO forums. Here, members share their greatest challenges in the most confidential and supportive environments. Here's a brief story about forum.

Marcus is CEO of a manufacturing firm that has been in his family for decades. He and his executive team have decided that, to maintain relevance in a competitive market, they must merge with another company. While this is great for the company in the long-term, the change will be painful with layoffs to accommodate the transition. Marcus knows this is the right decision, but he is at a standstill. So, he brings his issue to his YPO forum, where he can share his challenge in a confidential environment.

Through an hour-long exploration into this issue with his forum, Marcus discovers that he's afraid to merge because he feels he's failing his grandfather's original vision for the company. While Marcus still decides to move forward with the plans, he works with his partners and executive team to adjust the plans so they better reflect his original family vision. The overall result is fewer layoffs and a better direction for the company that everyone can support.



But it's really a story about trust

This kind of insight, among peers, that led to Marcus' realization, is only possible when trust is paramount. That trust occurs in YPO forums. Forums are groups of 8-10 YPO members that have mastered trust in an atmosphere of empathy, reliability, altruism, authenticity and honesty. They engage in rare discussions that allow them to enhance members' effectiveness, innovation and clarity in every aspect of their lives.

Forums, and all YPO interactions, are founded on behavioral principles, that when applied, quickly scale the trust of any group. These principles take shape throughout YPO in our myriad peer-to-peer connections at events, within our governance, in our mentoring programs, and more.

Building trust in business today

This e-book will provide you and your team with actionable, essential tools for building employee trust.

Learn how you can apply the YPO forum success principles in business to build employee trust through:

- **A brief explanation of how each principle leads to greater trust among teams and with leadership**
- **A concise tip list of Do's and Don'ts to bolster each principle in business**
- **An exercise that expresses that principle, to use in the workplace today**
- **Further reading and resources on the principle**

This book isn't meant to be read linearly. Just click on any of the success principles to your right to learn more about the principle, how it can impact your business and how to take action today. Share this e-book with your executive team and managers so they can also begin strengthening trust within their teams today.

About YPO

Since YPO's inception, this premier global leadership organization has been supporting our members in their continuous learning journey. With now more than 28,000 members in more than 130 countries, our members have a huge impact on the global economy.



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