

RESEARCH STUDY – PERSONALITY STYLES AND THEIR IMPACT ON A CULTURE OF TRUST

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In Partnership with Work Effects**

Topic

Personality styles of leaders and employees and their impact on a culture of trust within organizations.

Background

It has been proven that highly trusting organizations have more engaged employees and customers, and that overall productivity, performance, and innovation increases with trust. What has not been studied in any great detail is how personality styles influence trust between leaders and employees, which is the basis for a trusting organization.

Purpose

The purpose of this study is to help leaders better understand themselves and the employees they lead, deepening their understanding of the factors that impact a culture of trust within organizations. The study will demonstrate those personality style attributes that impact trust and what individuals can do to adjust their styles to be more trustworthy.

Action

Contact Robert Sicora via email to see if your organization qualifies for the study. Identify between 20 and 200 individuals who form a group or groups within your organization. Provide demographic list of the individuals. Each individual will be asked to complete both the personality style and trust surveys.

ROI

Participants will receive their two chapter Insights Discovery profile, along with a deeper understanding of how their style impacts trust at all levels of the organization. Organizations will receive an overall summary of their trust data comparing themselves to the study.

Intended Impact:

- * Leadership Effectiveness
- * Culture of Trust
- * Team Effectiveness
- * Employee Engagement
- * Improved Performance (and performance discussions)
- * Improved Communications
- * Improved Change Management
- * Enhanced Client/Customer Engagement

Thank you for your interest in this important research. This research study has been approved by the University of St. Thomas' Review Board.

For more information click here: <http://sicoraconsulting.com/services/trust-research/>