



*Training Course:
The Trust Equation: Building Credibility and
Confidence*

*7 - 11 September 2026
Casablanca (Morocco)*

Training Course: The Trust Equation: Building Credibility and Confidence

Training Course code: LS235360 From: 7 - 11 September 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction:

Trust is the foundation of any successful relationship, both personal and professional. This program equips you with the tools and strategies to cultivate trust through honesty, integrity, and authenticity. Learn to build credibility, act with ethical responsibility, and foster a genuine connection with others.

Objectives:

By the end of this program, participants will be able to:

- Define the key components of trust and their impact on relationships.
- Identify the principles of ethical conduct and decision-making.
- Develop communication strategies for honesty, transparency, and clarity.
- Align words with actions and build personal accountability.
- Apply strategies for fostering genuine connections and building trust.

Target Audience:

This program is designed for individuals who want to:

- Develop a strong foundation of personal integrity and ethical conduct.
- Enhance their communication skills to build trust and credibility.
- Navigate challenging situations with honesty and transparency.
- Foster genuine connections with colleagues, clients, and stakeholders.
- Become a trusted leader and inspire confidence in others.

Outlines:

Day 1: The Cornerstones of Trust

- Understanding the importance of trust in our personal and professional lives.
- Identifying the core values that create a foundation for trust.
- Exploring the concept of integrity and ethical decision-making.
- Case studies: Examining ethical dilemmas and analyzing trust-building behaviors.
- Developing a personal code of ethics to guide your actions.

Day 2: Honesty and Transparency in Communication

- Strategies for clear, concise, and honest communication.
- Developing the courage to have difficult conversations with integrity.
- Recognizing and avoiding common communication pitfalls that erode trust.
- The power of active listening and building rapport with others.
- Interactive exercises: Practicing honest and transparent communication techniques.

Day 3: Building Trust Through Your Actions

- Aligning words with actions and demonstrating consistency.
- Following through on commitments and building accountability.
- Taking responsibility for mistakes and learning from them.
- Strategies for managing difficult situations and delivering constructive criticism.
- Group discussions: Building a culture of trust through actions.

Day 4: The Power of Authenticity

- Understanding the importance of being genuine and authentic.
- Recognizing the benefits of self-awareness and emotional intelligence.
- Strategies for fostering genuine connections with others.
- Developing open and honest relationships while maintaining professionalism.
- Case studies: Examining leaders who have built trust through authenticity.

Day 5: Leading With Trust

- Strategies for inspiring trust and confidence in others.
- Delegating tasks effectively and empowering your team.
- Creating a safe environment for open communication and feedback.
- Recognizing and celebrating achievements to build trust and morale.
- Action planning: Developing personal strategies to build trust in your work environment.

Registration form on the Training Course: The Trust Equation: Building Credibility and Confidence

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