



THE PILLAR OF TRUST PROGRAM

The Leading Program for Building Trust-based,
Conscious Organizations Sustainably

ACCREDITED PRACTITIONER LICENSED PROGRAM

Opportunities for Coaches, Mentors, Trainers, Consultants,
Who are Members of the Six Seconds Network

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1. Who can Benefit from this Licensed Program?

The Pillar of Trust is a leading program for Organizations, Coaches, Mentors, Facilitators, Consultants and Trainers who are committed to facilitating meaningful and sustainable cultural transformation.

This is ideal for you if:

- You are a coach, mentor, consultant, trainer, or facilitator working with leaders, teams and organizations with **TOXIC or TOUGH cultures**
- You work with client companies where employees are **frustrated, overworked**, and feeling **undervalued**
- Your clients are frustrated because they are trying to **scale their businesses** but their cultures are getting in the way
- You encounter **highly political organizations** where abuse of power is the norm and engagement is low
- You support clients with transformation or change and **low trust** is sabotaging results or causing them to create too many work-arounds

The Conscious Organization Licensee Network is building a global network of licensees who deliver the PILLAR OF TRUST PROGRAM. If you work with any, or all of these types of organizations, The Conscious Organization: Pillar of Trust Program is a powerful addition to your trust building toolkit that will help organizations achieve **powerful breakthroughs** and **sustainable results**.

2. Four Examples of Unproductive Cultures

Low trust shows up in different forms and low trust environments can have a significant impact on the performance of a company. Here are four scenarios that the Pillar of Trust Program helped to transform in different sectors:

Tyranny by Policy

A multinational bank has a hierarchical structure that facilitates the abuse of status and power. Executives have their networks of informants who spin information about coworkers and performance, fuelling biases and substandard decisions. Employees at the bank feel subjugated to the tyranny of these powerful spies so they are measured, unable to say what they truly mean, so they say what they need to survive. In this type of organization it is difficult to get through the layers of cover-up and politics to the truth, sometimes companies like this bank implement so many policies that employees are in constant fear of making a mistake that can threaten their job security.

*Financial Service Sector
700+ Employees*

When the Best Employees Aren't Good Enough

Jake is a business owner and is committed to excellence but frustrated by employees who fall short of his expectations. Jake and his team take pride in completing high quality projects that come their way but he gets frustrated when he has to get too involved in ensuring budgets are met, quality is consistent, and outcomes meet or exceed deadlines. Jake searches for and hires the best employees but he can't understand why employees just aren't more entrepreneurial. Sometimes his frustration accumulates and is released as unbridled anger.

On the other side of the perception divide, employees are qualified and skilled but they don't want to be shouted at or put down by the owner repeatedly. They trust Jake to attract interesting work, but they don't believe he values their input and they don't want the stress of never knowing when the humiliation will happen again so they wait for instructions. Trust is low.

*Construction Sector
60+ Employees*

When Experts Reign

A small government agency doesn't have the time or resources to properly implement a succession plan. As a result, employees who are technically sound, or even experts, rise to the top because the work has to get done. When there is no succession plan and leaders exhibit underdeveloped interpersonal skills, this can lead to a toxic environment. In situations like this, experts can be relentlessly critical of the people around them, perpetuating a climate of fear or anxiety. Sometimes these experts withhold important information. Whatever the case, undeveloped employees in leadership positions can cause high turnover.

*Government Agency
50+ Employees*

Silo Troubles

At a large insurance company, three members of the senior executive team compete with each other to be next in the line for the position of CEO. Over time, the competition became fierce and this led to a siloed organization because instead of working together, executives were sabotaging each other, bad-mouthing their peers, and imposing divisive rules on their support staff. The success of the company is dependent on collaboration, but the competition for the top role has created a fragmented team.

*Financial Institution
400+ Employees*

Summary - Under performance is a key issue for many organizations

Each of these scenarios leads to a climate of low trust where performance is possible but not at optimal levels. Sometimes business leaders attempt to address these scenarios with soft skill training but when trust remains unaddressed, the culture holds people in a state of arrested development and performance, in defense or self-protection mode, unable to self-actualize.



3. A Licensed Program for Individual Practitioners

Our **INDIVIDUAL** license is tailor-made for solopreneurs and small business owners who specialize in:

- Coaching (individuals and teams)
- Masterminds
- Change Facilitation
- Mentoring
- Management consulting
- Training

If you are employed by a company, non-profit organization, government agency or type of other institution and you are interested in implementing this program internally, you can download our information package for The Pillar of Trust licensed program for **ORGANIZATIONS** at <https://www.theconsciousorganization.com>.

Trust building is at the center of many organizational challenges and with our tools, you can not only support your clients with meaningful transformation, you can boost your income potential.

4. How Your Clients Can Benefit from the Pillar of Trust Program

Conscientiously building the Pillar of Trust strengthens organizations at every level, positively affecting leaders, engagement and team performance. Here some of the many ways your clients' organization can benefit from your adding The Conscious Organization: Pillar of Trust Program to your tool-kit:

- Improved employee engagement
- Lower staff turnover rates
- Effective talent development
- Less instances of political and other toxic behaviors
- Empowered leaders
- Cohesive, collaborative teams
- People, operational and other risk mitigation
- Effective internal communication
- Creativity and innovation
- Better decisions
- Satisfied and loyal clients
- An unshakeable brand
- Stronger performance

If what you have learned about our program so far is interesting to you, we invite you to read the rest of this information package. If you are still curious about our offering and interested in an exploratory conversation, you can contact us at info@orgsoul.com to [schedule a free consultation](#). We would love to uncover how we can help you achieve your business goals or professional aspirations.

5. What is The Pillar of Trust Program?

The Pillar of Trust Program is a leading, global trust building program designed especially for organizational leaders, Coaches, Trainers, Facilitators and HR practitioners seeking to address cultural deficiencies at deep levels. The program is offered exclusively by Organizational Soul.

Our Licensed program has both front and back-ends. At the front end, your clients will experience a process that integrates a validated trust style assessment, online courses, coaching and change facilitation. It is designed to establish trust as the foundation for building conscious client organizations.

At the back-end, you will access members of your client organizations through the myQuest platform as they complete their online learning, you will use your coaching and training resources to develop learning and development plans, and as a certified person, you will become a member of our network of licensees.



6. The Importance of Strengthening Organizational Trust

When your clients experience trust-related cultural deficiencies, unproductive behaviors like power games, ineffective communication, corruption, and low engagement levels emerge. These symptoms impair your clients' potential to operate at their fullest capability because **if employees don't trust each other, how can the organizations they work for be trusted?** Our approach to building trust makes conscious organizations possible. Here are a few statistics that demonstrate the criticality of team trust building:

- Effective culture can account for 20-30% of the difference in performance when compared to culturally unremarkable competitors. ~James Heskett
- 95% of employees say culture is more important than compensation. ~Bersin & Deloitte
- Only 13% of the global workforce is highly engaged. ~Gallup
- 77% of Americans Lack confidence in their leaders. ~Harvard Business Review



7. The Licensing Opportunity

Trust facilitates connection, collaboration, honest conversations, productivity, innovation, performance, and much, much, more. Trust building takes time, so we developed The Pillar of Trust Program as a long-term, inside-out transformative process with a clear path.

As an INDIVIDUAL Licensee you will receive a comprehensive support package you can use to deliver the Pillar of Trust Program. It includes:

- A one-year license to deliver the Pillar of Trust Program
- 24/7 Access to high quality Strengthening Your Pillar of Trust course modules for your clients
- 24/7 Access to the Games People Play at Work Simulation for your clients
- Coach access for all courses available to your clients on my Quest platform
- Mobile access to learning modules for your clients
- Marketing support material
- Coach, Trainer, Facilitator, and HR Practitioner support materials
- Access to Our Licensee Network
- Access to the Trust Style Inventory (TSI) based on the validated Six Seconds Emotional Intelligence SEI assessments. For licensees certified by the Six Seconds Network, this gives you the flexibility to access the SEI assessment which will provide a deeper perspective on opportunities for client development.
- Trust Reflection Coaching Cards you can use and sell to your clients

8. What our Licensees are Saying

“Initially her goals were generic (i.e.) better customer service and she did not understand the role trust plays in goal achievement. During one of the coaching sessions she realized the role trust plays in eight areas of her life and how it can affect how she creates and achieves her goals (personally and professionally). During exercise, she was able to rearrange the beneficial outcomes that would be best suited to attaining her personalized goals for the department and herself.”

M. Kerr

*Coach and Trainer
Financial Services*

“One of my clients had a personal breakthrough when she realized that when she is not open to asking for help, no matter how badly she needs it, it is due to her lack of trust willingness and not wanting to be vulnerable. She would only accept help if a particular person asks if she needed it. A part of her action plan was to ask for help; which she admitted was a huge step for her.”

J. McKenzie

*Coach and Trainer
Financial Services*

“Self-awareness is the major breakthrough with the Pillar of Trust Program. Many times, employees being coached were unaware of the depth of their distrust. Based on our coaching conversations the development of an action plan, steps taken, even if they may seem small, are huge! This is why follow through on the action plan is important.”

P. Stanley

Trainer



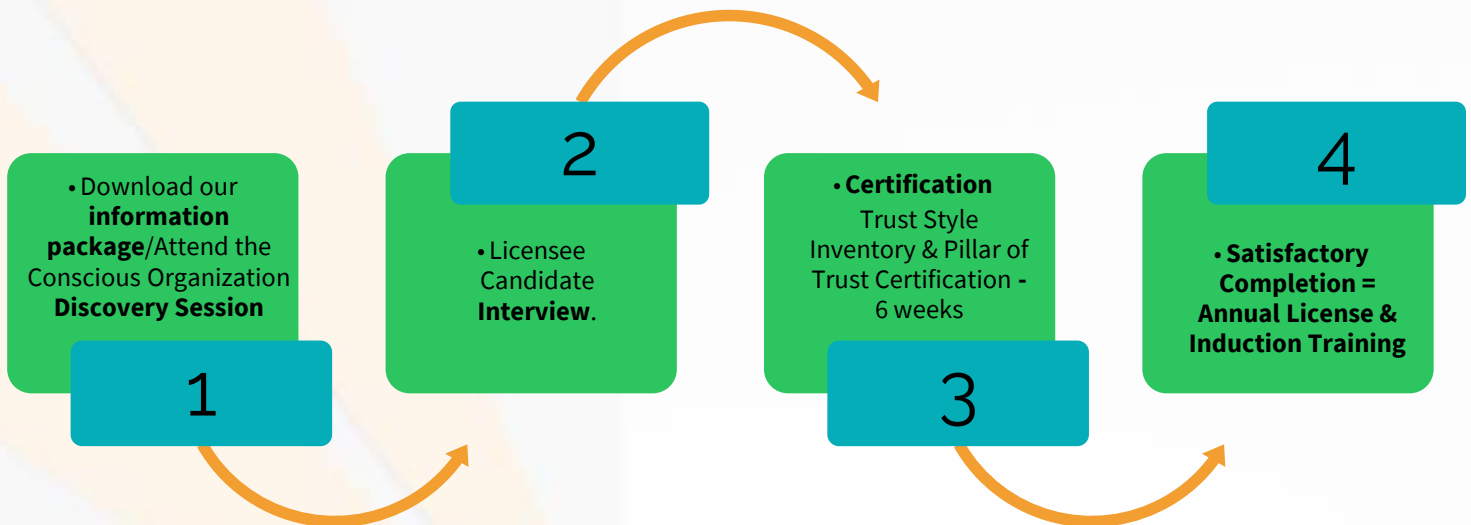
9. The Pillar of Trust Licensing Process

The first step is to complete a 6 week certification that qualifies you to offer the Trust Style Inventory and Strengthening Your Pillar of Trust online course modules. The license gives you access to tools for supporting organizations with enhancing trust and The Pillar of Trust Program was developed based on the understanding that you can't rush trust so your coaching or change facilitation can last up to 12 months. Here is what we include in the Program:

Here is what is included in the Program:

1. **Certification for Licensees.** The TSI certification strengthens your knowledge and practice of the Pillar of Trust skills you will facilitate in your clients' organizations and certifies you to offer the Trust Style Inventory.
2. **Powerful transformational tools.** Once you successfully complete the TSI certification, you are all set to become a licensee. We guide you through our induction process that gives you access to state-of-the-art online learning applications, trust building frameworks, and coaching paths.
3. **Income generating Strengthening Your Pillar of Trust Self Study.** You can integrate our learning and transformational tools into six- twelve-month programs you can use to disrupt unhealthy client cultures while boosting your income.

The Pillar of Trust Program Licensing Process:



To join our global network of licensees, the first step is to complete the Trust Style Inventory Certification. It is a six week blended course that is the entryway to the Pillar of Trust Licensed Program. It requires a commitment of about four hours each week and guides individual licensees on a path to understanding layers of trust. It also introduces you to how you can use the Trust Style Inventory to support individual and team transformation.

10. About Our Trust Style Inventory (TSI) Certification

We partnered with Six Seconds, the largest global emotional intelligence network, to create an assessment that is very different from other trust assessments in these important ways:

- The TSI results are both **simple and powerful**
- The results are designed to help respondents understand why building their trustworthiness and trust willingness is critical for their success, giving them **intrinsic motives to work on trust**. You need your people to engage.
- The Trust Style Inventory measures how people trust instead of their trustworthiness. It incorporates emotional intelligence in its design to avoid inaccurate outcomes and defensive, inauthentic reactions to the results.
- The results of the Trust Style Inventory are compatible with multiple assessments including emotional intelligence, culture, and climate assessments, providing additional insights into opportunities for leader and people development in a **non-threatening** way.
- The Trust Style Inventory is powered by the Six Seconds emotional intelligence validated tools, so with a Six Seconds EQ Assessor certification, you can also extract various emotional intelligence assessments using the same data collected for the TSI assessment.

The TSI certification is the foundation for the Pillar of Trust License and it has two goals:

- a) You will learn about various dimensions of trust and how trust dynamics work; and
- b) You will also learn about the TSI Inventory and how to use it to help individuals and teams transform.

Here are some of the course modules:

- | | |
|---|--|
| 1. What is Trust? | 9. Emotional Mastery |
| 2. Trusting Yourself | 10. Vulnerability and Safe Space |
| 3. Trusting Others | 11. Developing Your We Disposition |
| 4. Trust Willingness | 12. Taking the Risk to Trust |
| 5. Building Your Personal Pillar of Trust | 13. The Trust Style Inventory |
| 6. Trustworthiness | 14. Creating Trust Building Strategies |
| 7. Integrity | 15. Uncovering Your Trust Style |
| 8. When Trust is Hard to Give | 16. Building Team Trust Through Coaching |

The TSI certification is designed with both self-study and webinar features. You will participate in two, interactive online webinars with your facilitator and members of your cohort. If you set aside an average of four hours a week you should complete the certification in six to seven weeks as there is also a coaching assignment.

The coaching assignment involves identifying a small team and coaching the members both individually and collectively to support trust building. The TSI Certification is the foundation of the Pillar of Trust Program. Once accredited to use the TSI, you can be licensed to integrate the Pillar of Trust Program into a 1:1 or organizational coaching or training program to suit your clients' needs.



11. Join Our Global Network of Licensees

We are building a global network of individual and organizational licenses who are dedicated to building conscious organizations characterized by trust-based relationships, emotionally intelligent interactions, healthy cultures, cohesive teams, and engaged employees who feel valued and are excited about supporting the growth of their organizations.

Our licensees are passionate about building healthy cultures and climates that bring out the best in employees. Members of the network live our network values and support each other with addressing complex organizational challenges caused by low-trust.

We are Committed to Building Conscious Organizations

Our licensees can become members of our network by first getting certified to offer or use our programs. The Pillar of Trust Program qualifies you to join the network, so does our program called The Conscious Organization. The second program licenses you to offer the course, “Becoming a Conscious Organization” to your clients, introducing them to a unique way of approaching culture and leadership and introducing them to the Trust Style Inventory and Pillar of Trust Program.

Evolving Your Business

Each year we plan to release a new toolkit designed to help you take your clients to the next level of performance and success, keeping you relevant, your clients happy, and your business profitable. We are committed to providing you with new content each year so you can scale your business and keep your clients engaged.

12. The Pillar of Trust Program Offers 3 Streams of Income!

As a Pillar of Trust Program Licensee, you will be licensed to offer powerful tools that can provide up to you with three additional streams of income.

1

The Trust Style Inventory

For every Trust Style Inventory you sell you can receive 1/3 of the retail price or more!

2

Online Self Study Trust Modules and an online Emotional Intelligence Simulation

You will receive a percentage of the retail price of the trust building online course and the emotional intelligence simulation.

3

Your Coaching/Training Fees

You can integrate the Trust Style inventory results and the 21 modules from the Strengthening Your Pillar of Trust Online Course with your coaching and training offerings to create 3, 6 or 12 month programs that will generate revenue for you.

You can combine these tools into a transformational project that will support your clients as you build your business.



13. An Income Scenario

CASE STUDY: Pricing a Pillar of Trust Program Project for a Small Business Client

The Pillar of Trust Program provides you with packages you can use to offer 1:1 coaching clients, teams and organizations. It includes full access to online course materials, coaching support, the Trust Style Inventory, and more. Here is a case study that illustrates the powerful potential for generating revenue using our program.

A Sample Leadership Team PILLAR OF TRUST Project Cost Proposal

The owner of a small business contacted you because he realizes his toxic culture is getting in the way of business growth. He accepts responsibility for the state of his company's culture and he is seeking a program that will systematically support trust building and cultural transformation. Here is an example of the calculation behind a Pillar of Trust Program proposal for a small business client. The coaching hourly fee in this example is \$150.00*.

12 Month Pillar of Trust Program PROPOSAL Calculation for a A Sample Pillar of Trust Project For a Small Business

Coaching and Change Facilitation Income

Individual Leader trust development (24 x 1 hour coaching sessions per leader @ \$150.00* per hour For 4 executives)	\$ 14,400.00
Leadership TEAM development (12 monthly leadership team Pillar of Trust coaching sessions. 2 hours each @ \$150.00* per hour.)	\$ 3,600.00
Talent Development (12, 2 hour, non-management team coaching sessions for 4 teams @\$150.00* per hour.)	\$ 14,400.00
Subtotal	\$ 32,400.00

*Your hourly rate can be substituted here.

Product Income Opportunities	Retail	Per Person - Licensee's Mark-up	Total Licensee's Income for this project
Strengthening Your Pillar of Trust Online Course (Per person cost including the TSI) 30 employees	\$ 795.00 per person (Client to pay \$11,130.00 for 14 employees)	\$390.00 per person	\$ 11,700.00
Total potential Licensee income for this project			\$44,100.00

14. What is Your Investment as an Individual Licensee?

We are **offering an incredible value for our global network of licensees**. Our cutting edge assessment and modern online learning tools provide materials you can use to build your business. Here is our certification and licensing offer:

The Pillar of Trust Program License

A SPECIAL INTRODUCTORY OFFER for the First 20 Licensees

The Pillar of Trust Program License For the cost of the TSI Certification!

1. The Trust Style Inventory Certification (6 weeks – 40+ Hours, online self-study and webinars- includes the TSI for you and 3 persons participating in your post course assignment and; Trust Reflection Coaching Cards.
2. 12 months access to the Strengthening Your Pillar of Trust Online Course, The Games People Play at Work Simulation and other coaching tools.
3. As a licensee, you will become a member of a global network dedicated to building values-based conscious organizations.
4. The Pillar of Trust Program License Induction process

SPECIAL INTRODUCTORY OFFER:	
The First 20 persons to register for the TSI Certification are eligible for the Pillar of Trust Program License for no additional cost. (This is an introductory, one-time offer for the August 2019 TSI Certification, the full cost for the license is \$10,000.00 for individual licensees.)	\$ 2,595.00
Total cost for your annual license renewal upon expiration of the Special Offer.	\$ 10,000.00 Per Annum
ANNUAL PAYMENT OPTIONS:	\$10,000.00 or 3 payments of \$3,500.00 per month for three months

Annual Recertification and Individual Licensee Renewal Fee

Licensees will be able to renew their licenses on an annual basis. This will include recertification and payment of the annual renewal fee is \$10,000.00.

Six Seconds ACE UNITS (Continuing Education Requirement)

For 6 Seconds Network Members, you are eligible for 12 ACE units upon completion of the TSI Certification and you will be required to meet the established Six Seconds annual ACE unit recertification requirement to continue offering the TSI and Pillar of Trust Program materials.

15. About Organizational Soul

Every organization has a soul. Together, your clients' employees reflect their company's soul through cultural norms, social systems, and structures like policies and procedures. When the soul of an organization is healthy, it is a dynamic, vibrant, evolving and empowered entity. Employees are engaged, productive and inspired. As with individual team members, the soul of an organization longs to tap into and remain connected with its true brilliance.

At Organizational Soul, we work with companies, non-profit organizations, academic institutions, and governmental agencies to create conscious organizations. For more than 14 years we supported change in the areas of organizational performance, talent development, cultural transformation and people effectiveness. We advise and collaborate with executives and boards to help them bring about meaningful transformation.

We are acutely aware that unpredictability is the new norm. Consequently, our proprietary methodology, Interconnectivity, Flow, and BalanceSM provides executives, leaders, and business owners with a versatile framework that forms the Conscious Organization group of licenses.

Meet Our CEO and Chief Network Architect



As a consultant, executive coach and facilitator, I receive calls from business owners and CEOs who want to transform their businesses. They call because they realize what worked for them in the past, won't get them to where they want to be. They recognize they need to take a deeper look at culture.

We designed the Conscious Organization Program so you can be licensed to provide transformational tools. It is an inside-out process, so if leaders of your client organizations can't shift their minds, hearts and actions and model trustworthiness, authentic change is not possible. Instead, they end up with something that looks like change but it is the old way of doing things, camouflaged with a new look.

The Pillar of Trust Program is based on over 35 years of experiences that culminated into a signature system. It works with courses, programs and methodologies you already have in place that are compatible with trust.

I am personally inviting you to explore the Conscious Organization programs to see if they are what you need to round off your tool kit, let's schedule a time for a **"no strings attached"** exploratory conversation. If you decide to connect, you can reach out to me at ybethel@orgsoul.com. I would love to hear about your business and professional goals and aspirations!

OUR VALUES SUPPORT OUR LICENSEES' SUCCESS!

Our Core Values

By joining us, you will become part of a network of licensees who are committed to facilitating Conscious Organizations. Our employees and network members exhibit these core values:

- We apply the Pillar of **Trust** to all we do
- We thrive on constant professional **growth**
- **Effective communication** is at the heart of a great network. We do everything we can to facilitate quality communication practices.
- We practice **conscious, respectful interaction**, ensuring our network members coexist in a safe zone.
- We are diligent about sustaining our **“we” culture** because when we support each other's successes we grow ourselves and our businesses together, exponentially.
- **Alignment with our core values** is critical to shared success so we practice what we preach.
- **Excellence**, and **quality** are our mantras, not perfection.
- We value **long-term, sustainable transformation**. Creating conscious organizations and building trust are not compatible with quick fixes.
- We continuously explore ways to differentiate ourselves through quality, **innovation** and research while remaining aligned with the needs of the people and organizations we serve.



16. The TSI Certification Schedule for 2019

Dates of TSI Certification	August 19th, 2019 – September 30th, 2019	November 4th, 2019 – December 15th, 2019
Applications Close	August 9th, 2019	October 23rd, 2019
	Registration Forms and Fees are to be submitted to info@ogsoul.com	
Successful Applicants Notified By	Final Date for Notification: August 16th, 2019.	Final Date for Notification: October 30th, 2019
	We will notify successful applicants throughout the registration process.	
Completion of Modules	September 30th, 2019	December 15th, 2019
Completion of Post Certification Assignment	October 31st, 2019 at the latest	December 30th, 2019 at the latest
Award of TSI Certification	October 31st, 2019 at the latest*	January 10th, 2020 at the latest*
	*Upon Satisfactory Completion of the TSI Certification	
Pillar of Trust Program License Induction Process	OPTIONAL: Upon Satisfactory completion of both the Conscious Organization Course and the TSI Certification.	Upon Satisfactory completion of both the Conscious Organization Course and the TSI Certification.





Pillar of Trust Program

LICENSEE EXPRESSION OF INTEREST FORM

Let us know if you are interested in registering or an exploratory conversation.

Send us this short form and we will reach out to you **within 24 hours** to schedule a time to connect.

Full Name:

Position:

Company Name:

Company Address:

EMail:

Cell Number:

The Pillar of Trust Program License

I would like to register:

I would like to schedule a call:

Your time zone:

Best times for a call: (Your zone)

Once you send us your expression of interest, we will schedule a conversation to help you decide if this licensing opportunity is for you.

Forward this form to us at info@orgsoul.com. Looking forward to hearing from you!