

VANCOUVER, BC, February 08, 2014 /**24-7PressRelease**/ -- Understanding that trust is a key asset for an organization, three consulting professionals have come together to form TRUSTBRIDGE Consulting Inc. Their goal is to help clients increase and maintain trust between teams, divisions and the organization as a whole.

Organizational Behaviour Professional and Leadership Coach Tony Williams, BSc, MSc, PhD, Organizational and Human Resources Specialist Paula Boddie, and Corporate Communicator and Brand Storyteller Ruth Atherley joined forces to form TRUSTBRIDGE after the three identified a growing need for organizations to understand how to proactively increase trust in their workplace. After two and a half years of research and data validation, the trio now offers the Trust Foundation Program and the 90-Day Trust-Building Program that help organizations to increase or maintain trust in the workplace.

The Trust Foundation Program includes a review of an organization's current trust level using the TRUSTBRIDGE proprietary Trust Performance Indicator (TPI) tool. The TPI measures trust along four identified behaviours. A half-day workshop guides the organization in learning new and immediately implementable trust-building skills that will support the increase of trust in the workplace. During the workshop, participants are guided to create a road map that identifies measurable goals that they will use to move forward in building ongoing trust.

For organizations that want to continue building their trust behaviours, TRUSTBRIDGE offers a 90-Day Trust-Building Program, which continues the momentum gained with the Foundation Program and helps to ensure success. Throughout the 90 days, participants receive ongoing support and guidance from the TRUSTBRIDGE team and engage in lunch-and-learn sessions and an additional half-day workshop that allows them to continue to develop or increase trust, moving forward, and provides clear goals and measurements to keep progress on track.

Said Williams: "There is a high cost associated with low trust in the workplace. Without trust, every interaction, action and decision takes longer. It slows down effectiveness and efficiencies, and that increases costs." He added: "Studies have shown the value of trust in the workplace, especially in terms of profitability and productivity. We're finding that forward-thinking senior executives are very interested in increasing or maintaining trust in their workplace; they know the impact it has on their success."

TRUSTBRIDGE Consulting Inc. (www.trustbridgeconsulting.com) works with clients to identify their current level of trust, recognizes where it can be improved, and helps increase that trust. The TRUSTBRIDGE team knows that trust is an asset that directly impacts an organization's performance, productivity, brand reputation and profitability. Their 90-Day Trust-Building

Trust - The New Workplace Currency

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Program allows clients to make a small investment in building trust that provides strong, long-term benefits with measurable results.

For more information or an interview, please contact Paul Holman of AHA Creative Strategies at: paul@ahacreative.com or 604-303-1052.