



BE LEADERSHIP

Our Social Contract

**“Be curious,
not judgemental.”**

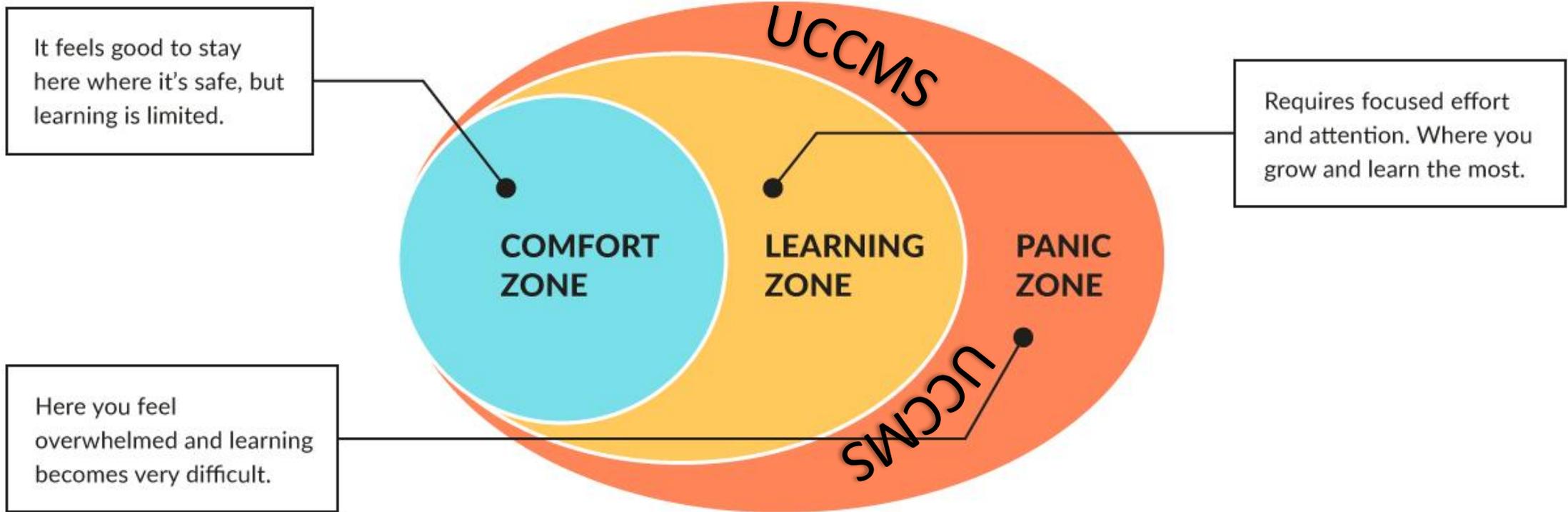
- Ted Lasso



Our Social Contract

1. **Be curious, not judgemental**
2. **Be Present (Limit distractions: phone, email, etc.)**
3. **Speak up or raise your hand to speak - whichever you prefer**
4. **Be conscious of your airtime**
5. **Confidentiality**





Our Agenda

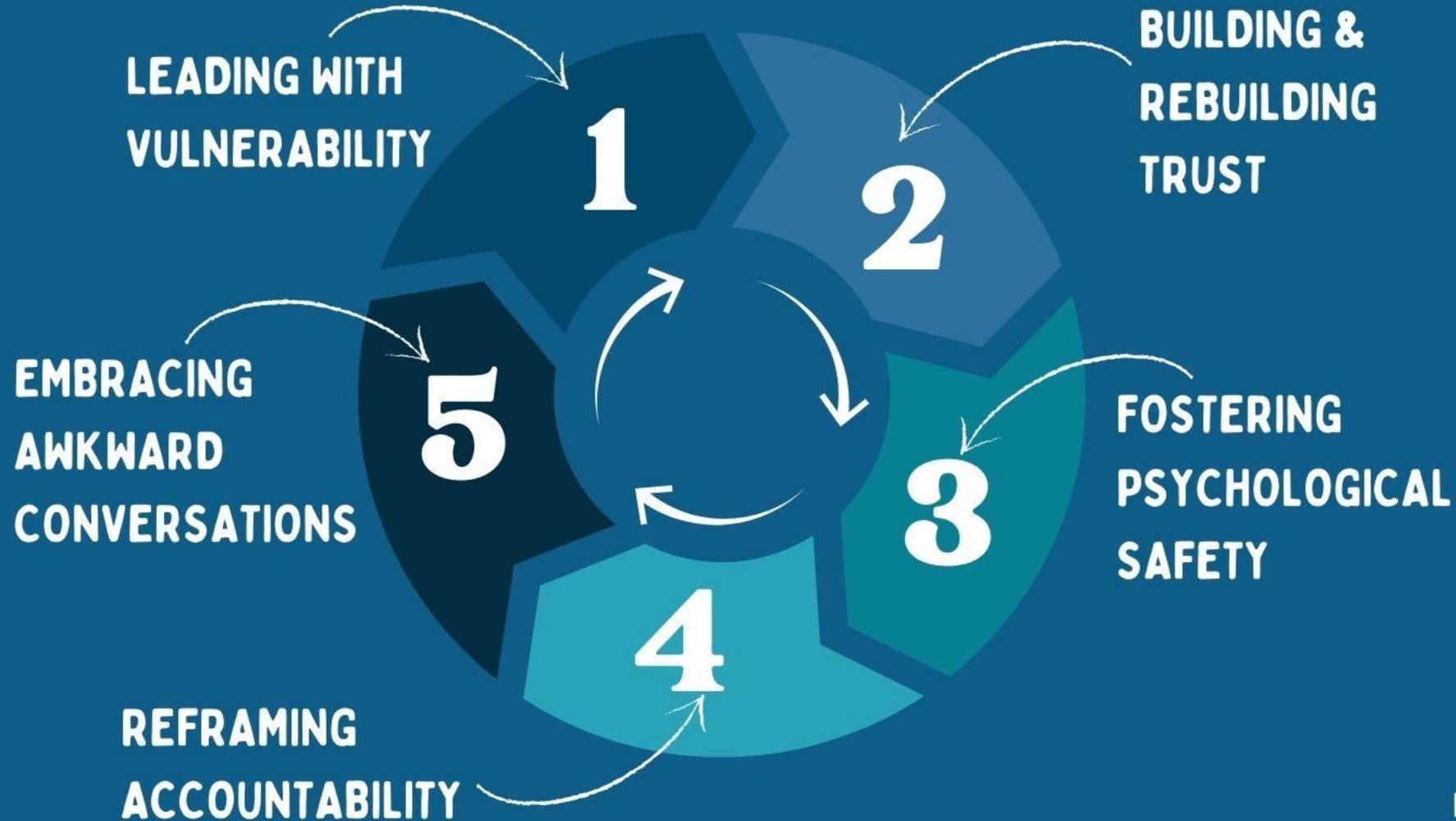
1. **Welcome**
2. **Social Contract**
3. **Intro to Creating a Cultural Flywheel**
4. **The role of Vulnerability in Leadership**
5. **The Trust Triangle**
6. **Trust Triangle Exercise**
7. **Break**
8. **Looping for Understanding**



Creating a Cultural Flywheel

CREATING A CULTURAL FLYWHEEL

A LEADERSHIP FRAMEWORK FOR BUILDING SAFE, CONNECTED,
& HIGH LEARNING SPORT ENVIRONMENTS WITH INTENTION.





THE CULTURAL FLYWHEEL: FIVE INTERCONNECTED LEADERSHIP BEHAVIOURS

LEADING WITH VULNERABILITY

Vulnerability sets the tone for connection, trust and learning. It is a critical skill for building cultures where people can thrive.

BUILDING & REBUILDING TRUST

Trust is not a one-time achievement; it's a never-ending practice. In all relationships, trust will inevitably be tested and having the skills to rebuild is essential.

FOSTERING PSYCHOLOGICAL SAFETY

Psychological Safety allows people to speak up, take risks, and admit mistakes. It's about creating environments where people can speak up without fear of punishment or humiliation.

REFRAMING ACCOUNTABILITY

Creating a shared set of clear standards that are continually encouraged, taught, and reinforced. Clear standards keep people safe and focused on learning.

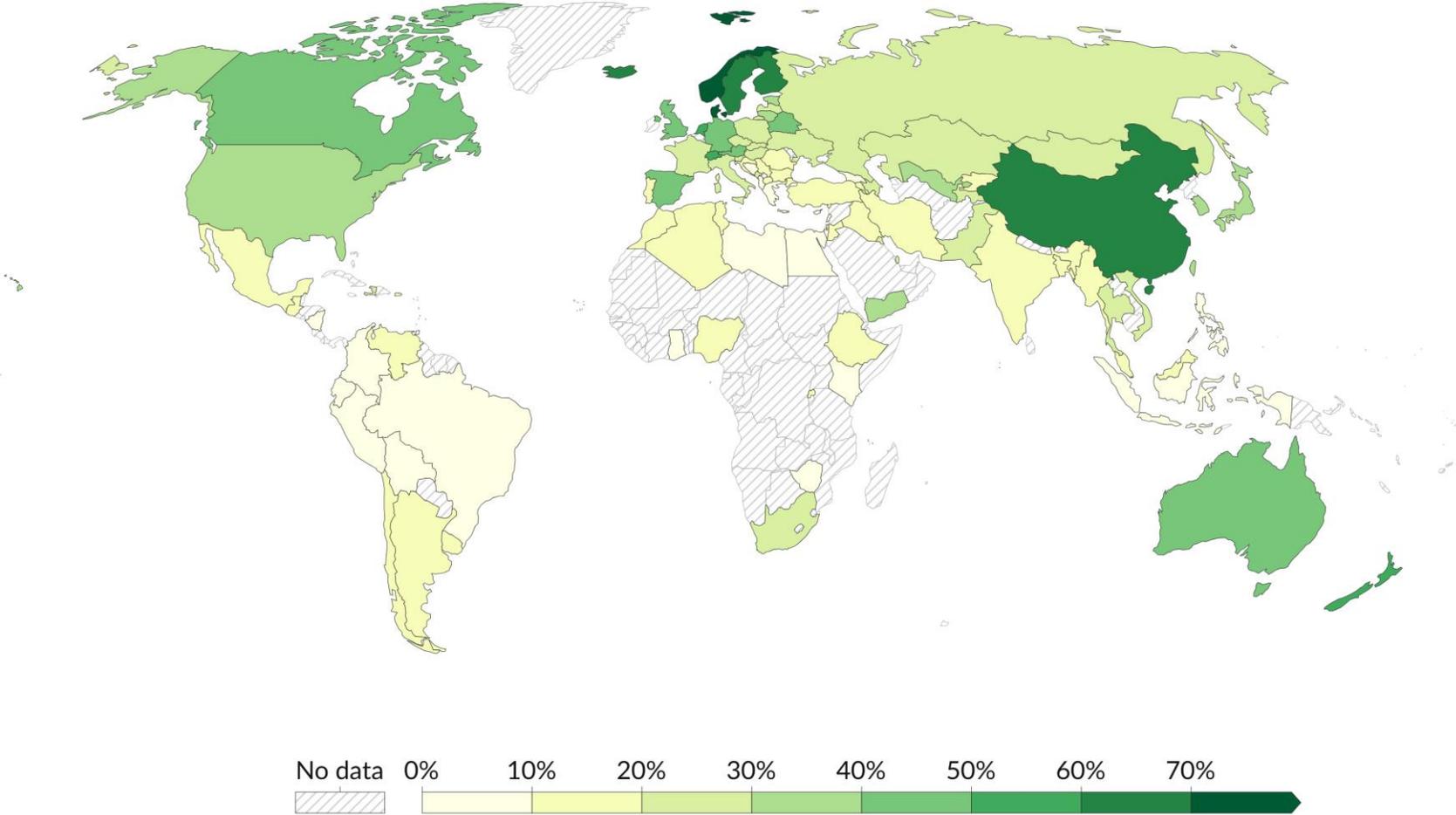
EMBRACING AWKWARD CONVERSATIONS

Awkward conversations are essential and unavoidable as we work to achieve our goals. But they are far more effective when rooted in vulnerability, trust, psych safety, and clear accountability.

**Does vulnerability
play a role
in leadership?**

Why Trust?

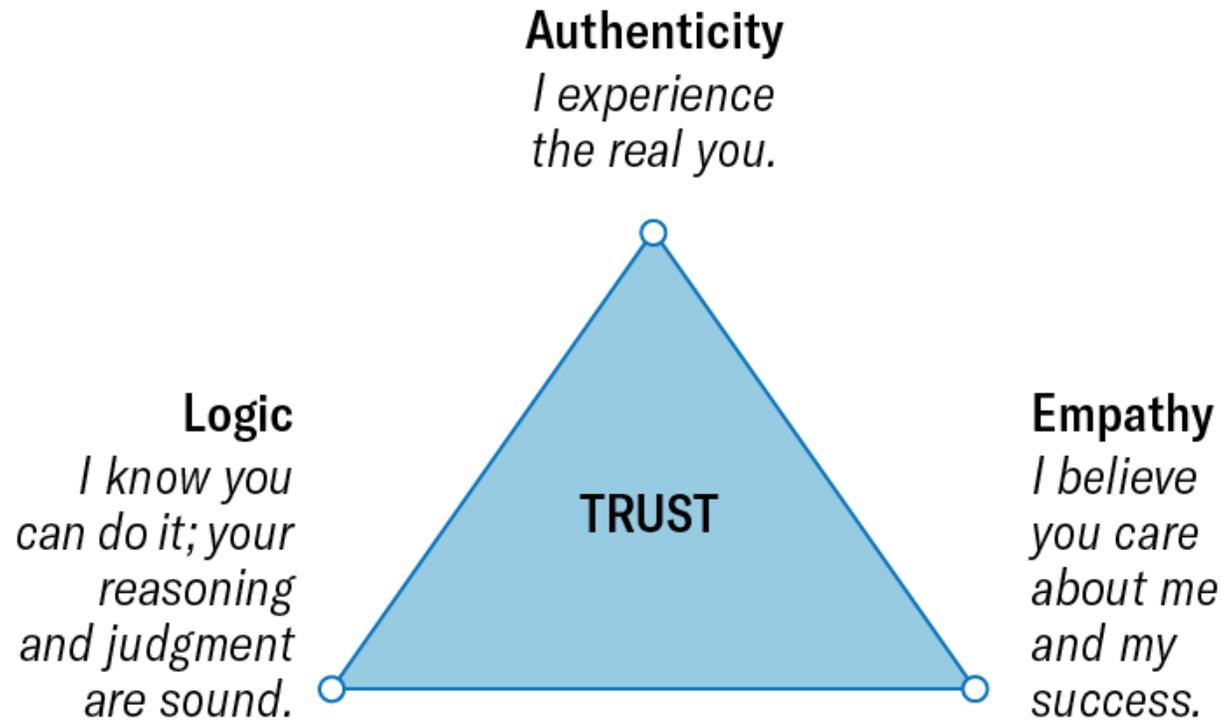
Share of people agreeing with the statement "most people can be trusted", 2022



Data source: Integrated Values Surveys (2024)

**Think about someone
you trust**

The Trust Triangle



From: "Begin with Trust," by Frances Frei and Anne Morriss, May-June 2020

HBR

Wobble

Logic – often as a result of unclear messaging; also, failure to meet deadlines, expectations, etc.

Empathy – people don't believe you care about their best interest. Often impacted by a lack of time, and/or connection.

Authenticity – we can tell when someone is faking it. Often is a result of people not feeling able/safe to be themselves.



“

**Trust is not built in
big, sweeping
moments. It's built
in tiny moments
every day.**

-BRENÉ BROWN

dare to lead |  Spotify

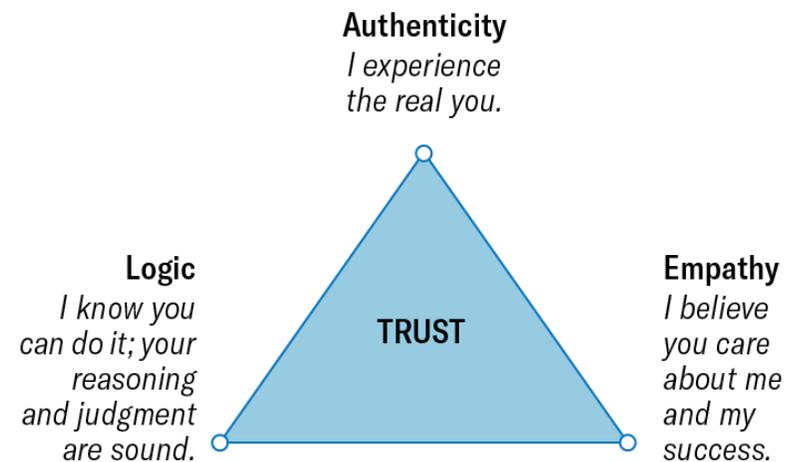


**Every Moment is an
Opportunity
to Build Trust**



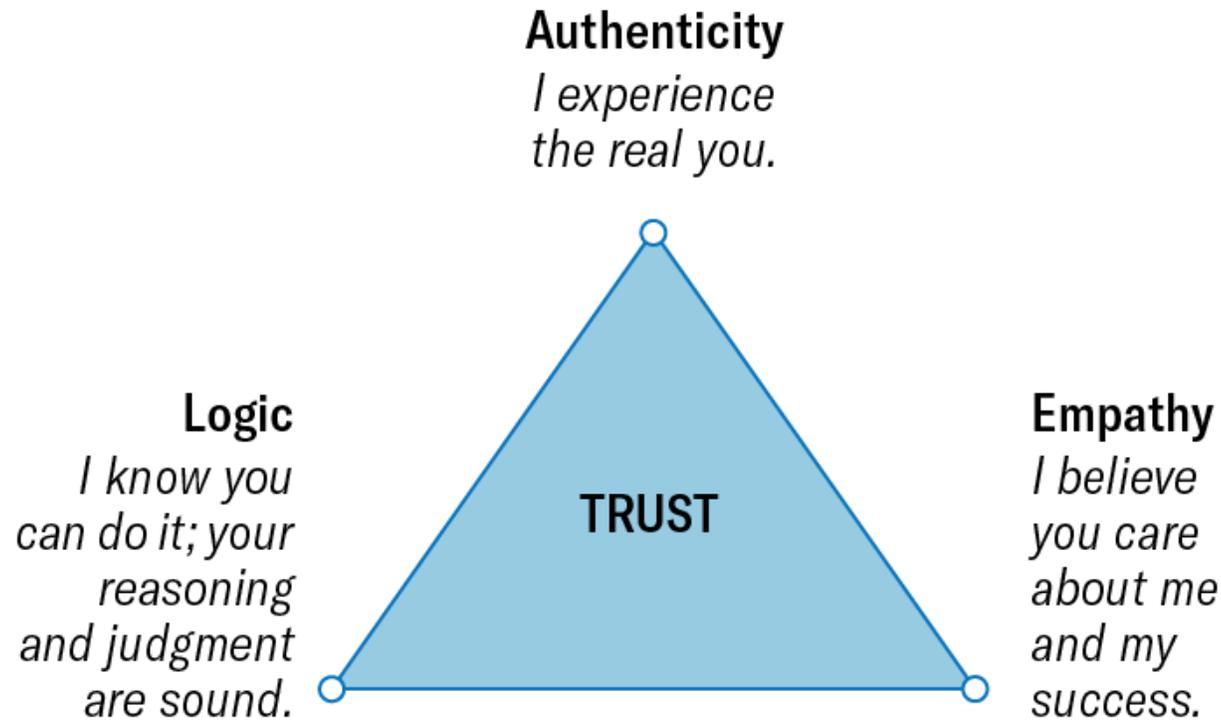
Every Moment is an Opportunity to Build Trust

- Each table will be assigned a “regular moment”.
- Identify one signal from each corner of the Trust Triangle that would support trust building in that moment.



From: "Begin with Trust," by Frances Frei and Anne Morriss, May-June 2020

The Trust Triangle



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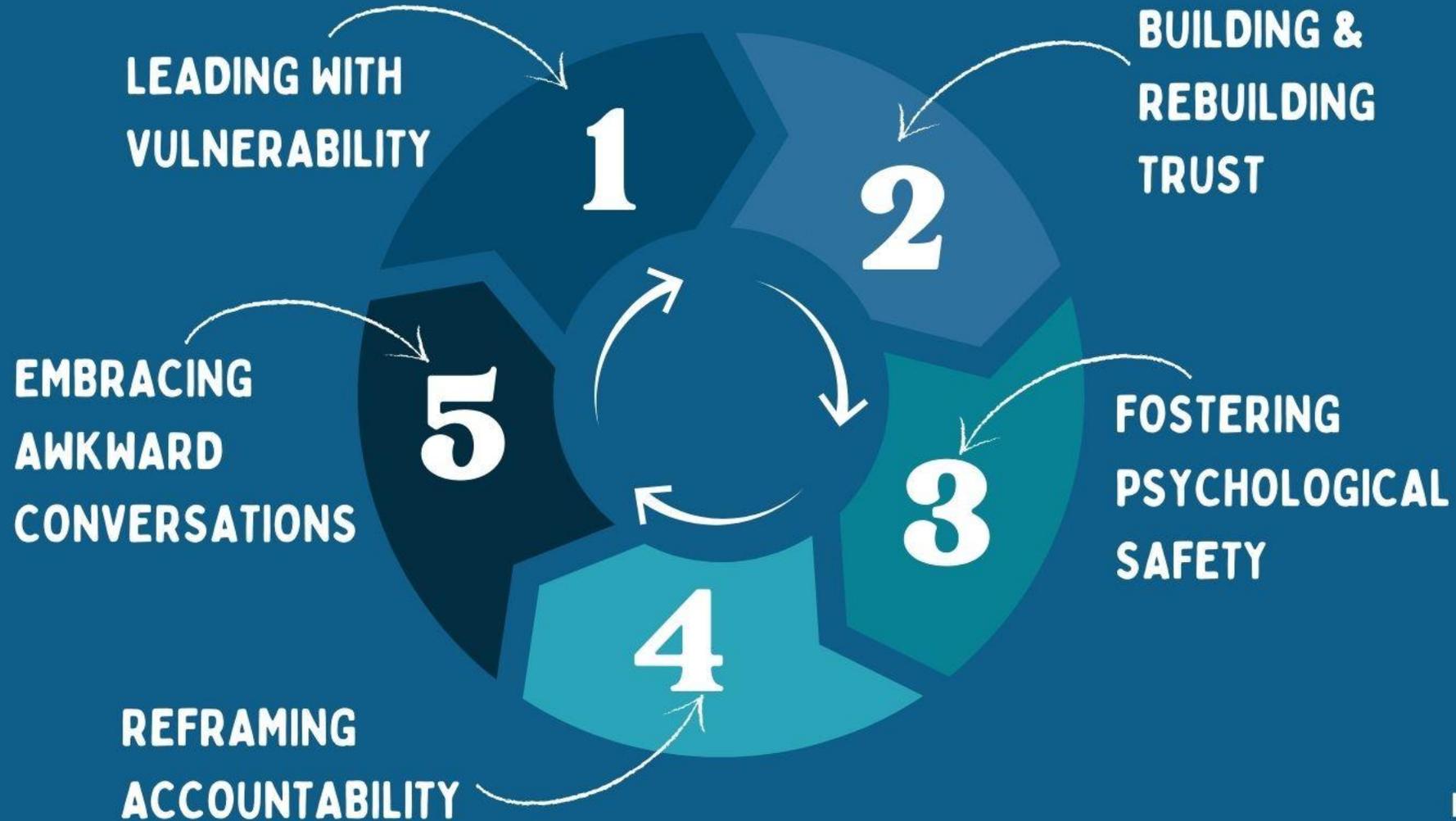
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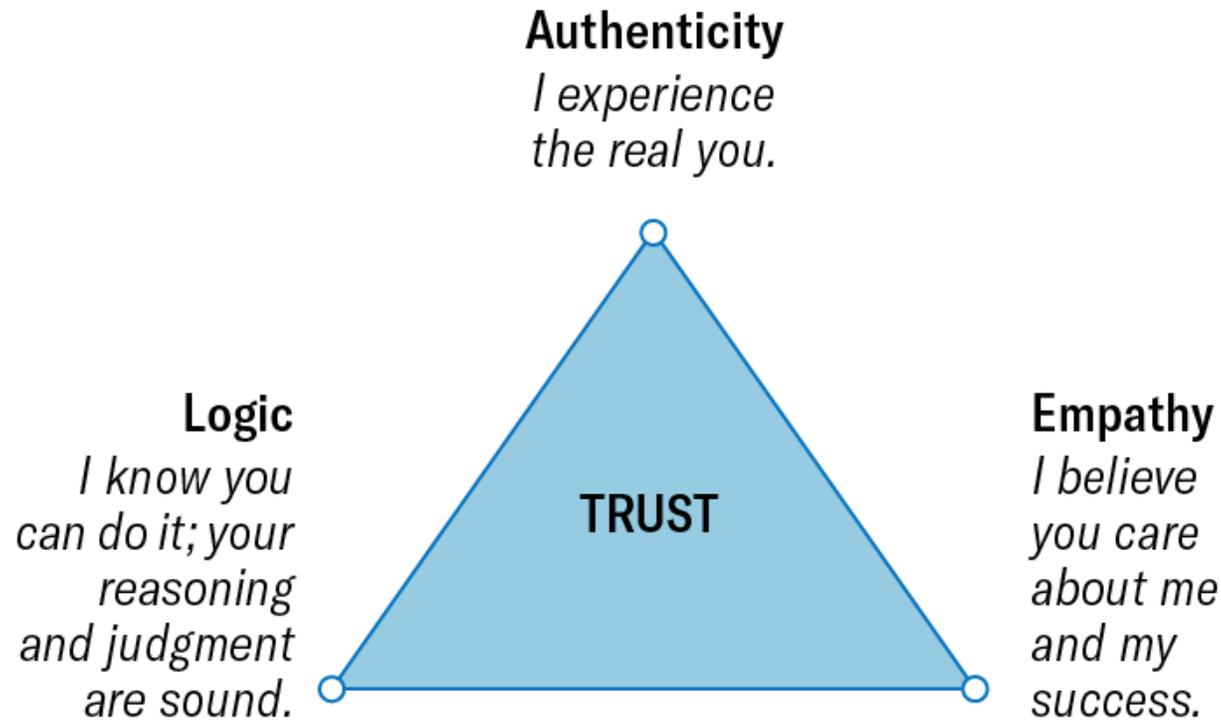
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Break

The Trust Triangle



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HBR

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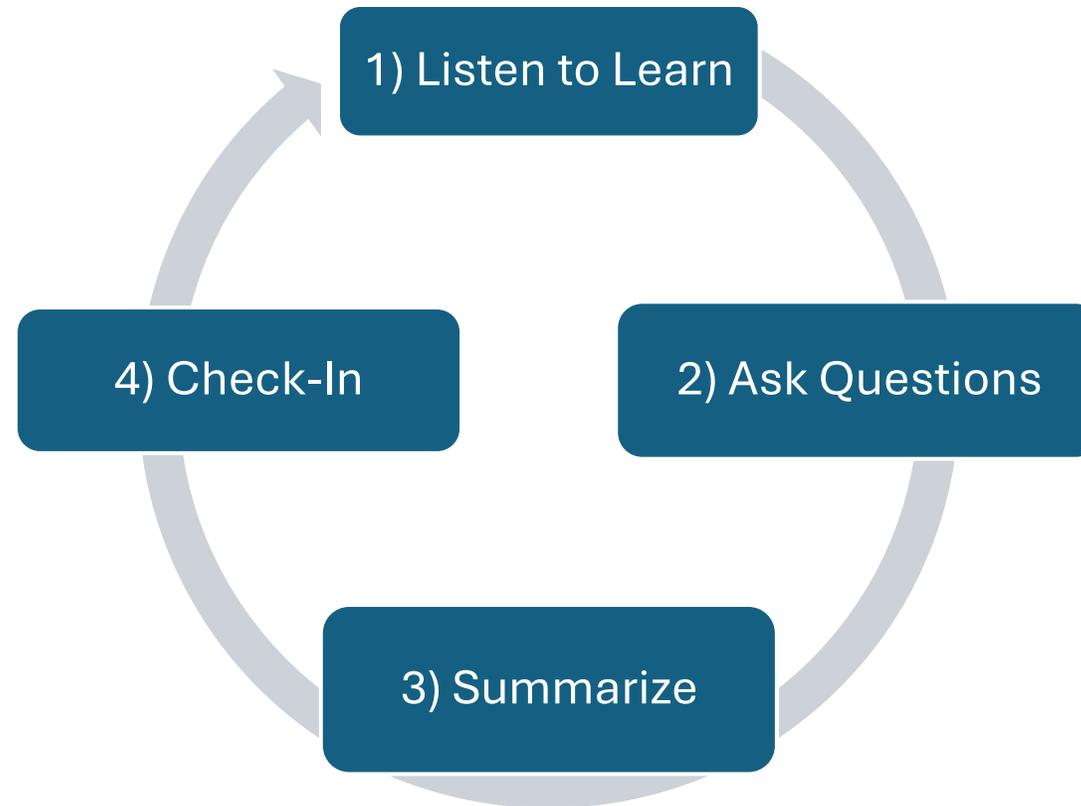
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Looping for Understanding*



**adapted from the book
“supercommunicators”
by Charles Duhigg*

Option 1:

Tell me about a challenge you are currently experiencing?

Option 2:

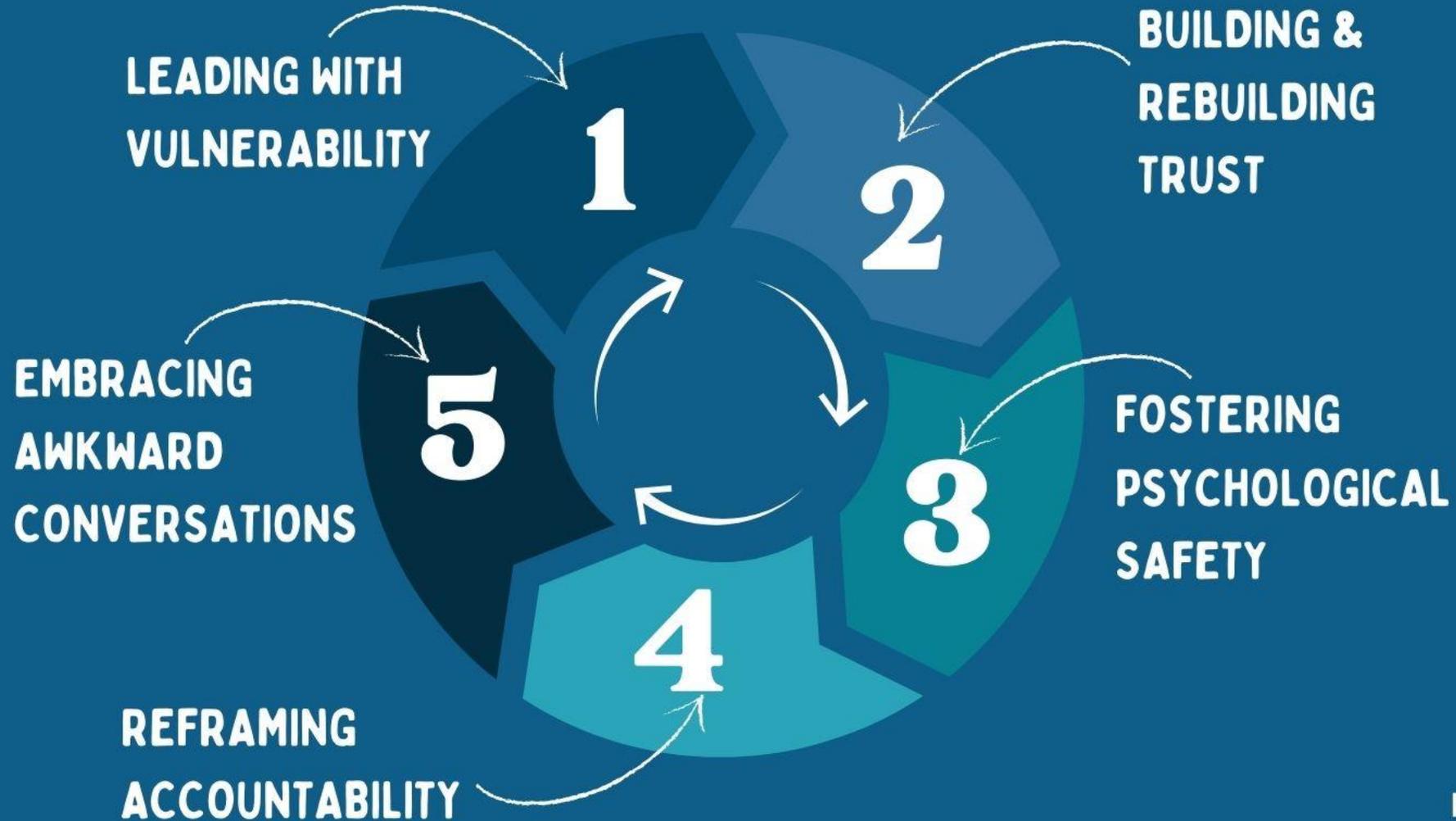
Describe a time when you took on a challenge where you were not sure you could succeed but eventually tried and overcame the challenge.

Repeat until everyone agrees we understand



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BE LEADERSHIP

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