



VITALE & COMPANY

OUR SIGNATURE SOLUTIONS

REAL CHANGE. REAL IMPACT.

STRATEGIC ADVISORY | HUMAN-CENTERED DEVELOPMENT | CULTURE TRANSFORMATION

Vitale & Company is a leadership and organizational development firm helping high-growth companies build trust, develop their leaders, and align their culture with business strategy.



FULLY INVESTED IN THE SUCCESS OF OUR CLIENTS

We partner with executive teams to design and deliver high-impact solutions—ranging from trust diagnostics and custom leadership programs to strategic advisory and executive coaching. Our work is deeply personal and highly practical, focused on real transformation, not just training. Clients come to us when they're ready to invest in their people, elevate their culture, and lead with intention.

WE AREN'T YOUR "SMOKE AND MIRRORS," CHECK-THE-BOX LEADERSHIP CONSULTANTS – WE ARE FULLY INVESTED IN THE SUCCESS OF OUR CLIENTS.

We work with companies who walk the talk, invest in their people, and are willing to have the difficult conversations. And when we work with an organization, we mean it – we invest our heart and soul into positively changing your people and your culture.

We aren't built to play it safe or do leadership training the "normal" way. A forward-thinking company needs a forward-thinking approach to meet your leadership, workforce, and culture needs. And that means you need a dynamic, customized training program to equip your leaders with the tools to manage change and perform at their highest potential.

OUR PHILOSOPHY

Vitale & Company has the experience and proven results to deliver tailored leadership solutions that fit the needs of your leaders and your culture. Our approach is not an off-the-shelf approach, it's an approach that immerses us in your culture so we can create a sustainable training solution for long-term success.



PROGRAMS DELIVERED TO **20,000+ EMPLOYEES** ACROSS **130 ORGANIZATIONS**



800+ HOURS OF PERFORMANCE COACHING



CONDUCTED **3 UNIVERSITY-LED RESEARCH STUDIES** ON THE IMPACT OF PERFECTIONISM IN THE WORKPLACE



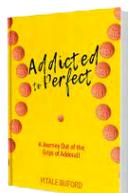
SPOKEN AT **150+ CONFERENCES**, IMPACTING **50,000+ ATTENDEES**



CREDENTIALLED BY **IPEC COACHING, EQI ASSESSMENTS, AND CORESTRENGTHS ASSESSMENTS**



115+ TEAMS TRAINED REPRESENTING **18 INDUSTRIES**



AUTHORED ADDICTED TO PERFECT, FROM FLAWED TO FANTASTIC: YOUR A-Z GUIDE TO CONQUERING PERFECTIONISM AT WORK, AND BECOMING A TRUST CATALYST: AN A-Z GUIDE TO BUILDING TRUST THAT LASTS

MEET VITALE BUFORD HARDIN



Vitale Buford Hardin is a transformational leader, nationally recognized speaker, and the visionary CEO of Vitale & Company. With a track record of revolutionizing corporate culture and individual performance, Vitale is not your typical consultant—she’s a trailblazer. She has led three groundbreaking university research studies uncovering the pervasive grip of perfectionism in today’s organizations. And guess what? It’s not just talk—more than 100 organizations have experienced the power of her approach.

Her work spans industries and leadership levels, where she helps executives and teams build cultures of trust—because without trust, performance suffers. Vitale believes that trust is the foundation of every high-performing team, and she equips organizations with proprietary tools like Trust Diagnostics, Trust Value Systems, and the Trust Catalyst framework to turn trust into measurable action. Along the way, she helps leaders identify and dismantle perfectionism—one of the biggest hidden obstacles to authentic leadership, psychological safety, and resilient cultures.

Vitale’s journey isn’t just about corporate results—it’s about personal transformation. Overcoming her own battles with perfectionism and addiction fueled her drive to write her 2020 memoir, *Addicted to Perfect*, become an iPEC-certified executive coach, and inspire thousands as a nationally featured speaker.

With two decades of corporate experience, Vitale delivers high-impact culture change initiatives, strategic advisory, custom trainings, and performance coaching. Through Vitale & Company’s signature programs, she equips leaders with the tools to quiet perfectionism, elevate self-trust, deepen emotional intelligence, and build high-trust, high-performance cultures that last.

When she’s not leading change inside organizations, you can find her at home in Lexington, Kentucky, with her three favorite guys—her husband Stan, her teenager Bentley, and her toddler Lowell. Vitale’s favorite things? Fleetwood Mac, M&M Blizzards, walk & talks with friends, and early mornings.

Learn more at [VitaleandCo.com](https://vitaleandco.com) or follow her journey on LinkedIn [@vitalebufordhardin](https://www.linkedin.com/company/vitaleandco).

Fun Facts About Vitale!

*Don't push the river.
Be where your feet are.*

FAVORITE MANTRAS

*"A Ship in harbor is safe, but that
is not what ships are built for."
- John Shedd*

FAVORITE QUOTE

Remember the titans

FAVORITE MOVIE

*Peppermint bark, sour cherry
candies, M&M blizzards with extra
M&Ms, and anything Mediterranean*

FAVORITE FOODS

Working With Vitale & Company

At Vitale & Company, we believe in doing the work that creates lasting change. We are happy to do a two-day training program for one of your teams – but that doesn't drive long-term change. This means we focus on two parallel workstreams to drive organizational results. We do culture-change work and people work because we know that the entire ecosystem of the workplace must be changed to make a difference.

PARALLEL WORKSTREAMS

CULTURE DEVELOPMENT

Trust Catalyst System
& Trust Diagnostic

Strategic Advisory

Cultural Norm Development
& Implementation

Trust, Culture, &
Leadership Toolkits

Trust Pillar Development & Scaling

Performance Management
& Recognition Systems

PEOPLE DEVELOPMENT

Multi-level Training & Development
Programs for ALL Levels of Leaders

Performance Coaching

Performance Management
Coaching & Systems

Peer-to-Peer Learning
& Masterminds

Assessment Tools & Training

Needs Discovery
Implementation

LEADERSHIP TRAINING TOPICS FOR PROGRAMS, WORKSHOPS, AND KEYNOTES

Here are some of Vitale & Company's leadership topics:

LEADER DEVELOPMENT

- Becoming a Resilient Leader
- Confident Leadership
- Leading with Excellence
- Overcoming Perfectionism
- Emotional Intelligence
- Leading High Performing Teams

COMMUNICATION & CONFLICT

- Internal Communication
- Having Difficult Conversations
- Turning Conflict into Connection
- Creating a Culture of Feedback & Recognition
- Communicating with Excellence
- Performance Management

TEAM DEVELOPMENT

- Leading with Excellence
- High Performing Teams
- Team Culture
- Bridging Generations
- Lead with Intention
- Boundaries & Bandwidth
- Emotional Intelligence
- Leading with Influence
- Trust Catalyst Framework

OTHER PROGRAMS

- Trust Catalyst System
- Bespoke Corporate Training Programs
- Needs Discovery Work
- Mission, Vision, and Values Development
- Strategic Advisory
- Executive Coaching
- Overcoming Perfectionism Accelerator
- On-site Office Days
- Employee Engagement

CHANGE MANAGEMENT

- Leading through Change
- Managing Culture Change
- Embracing & Navigating Change
- Building Trust During Transition
- Leadership Agility

DID YOU KNOW?

**85% OF ORGANIZATIONS
HAVE CULTURES OF LOW TRUST**

TRUST CATALYST SYSTEM



PHASE 1 TRUST DIAGNOSTIC

MEASURING LEVELS OF
TRUST AND
PSYCHOLOGICAL SAFETY
ORGANIZATION-WIDE



PHASE 2 TRUST VALUE SYSTEM

DEVELOPING YOUR
ORGANIZATION'S
TRUST PILLARS
AND BEHAVIORS



PHASE 3 TRUST CATALYST ACTIVATION

EQUIPPING YOUR
LEADERS AND SYSTEMS
TO BE AGENTS OF TRUST
AND TRANSFORMATION



PHASE 4 ORGANIZATIONAL ACTIVATION

ONGOING SUPPORT
AND CONTINUOUS
IMPROVEMENT

WHY THE TRUST CATALYST SYSTEM?

Trust is the foundation of thriving organizations. It fuels psychological safety, innovation, communication, and high-performance teamwork. Yet, **85% of organizations face low-trust** cultures, hindering engagement, productivity, and growth. That's where Vitale & Company's comprehensive **Trust Catalyst System** steps in to transform workplaces from the ground up. Our system is an all-encompassing solution designed to diagnose, transform, and sustain trust within your organization.

Our proprietary approach includes four strategic phases designed to identify trust barriers, establish robust trust value systems, empower leaders as catalysts for trust, and implement ongoing changes that align with the organization's vision and goals. Through this transformative journey, we don't just rebuild trust—we ignite a culture of excellence and sustained momentum.

Trust is your biggest asset. And it's more than a concept—it's a measurable, actionable force that transforms workplaces. The *Trust Catalyst System* not only identifies and addresses trust challenges but also builds the foundation for a thriving, high-trust culture that drives lasting success. Through actionable insights and hands-on implementation, our system empowers organizations to:

- **ELEVATE EMPLOYEE ENGAGEMENT:** FOSTER A MOTIVATED WORKFORCE DRIVEN BY TRUST AND ALIGNMENT WITH ORGANIZATIONAL VALUES.
- **SPARK INNOVATION AND CREATIVITY:** ENABLE TEAMS TO COLLABORATE BOLDLY AND GENERATE GROUNDBREAKING SOLUTIONS.
- **STRENGTHEN COMMUNICATION:** BUILD OPEN CHANNELS THAT ENHANCE TRANSPARENCY, UNDERSTANDING, AND TEAMWORK.
- **CULTIVATE RESILIENT LEADERSHIP AND TEAMS:** DEVELOP LEADERS AND TEAMS EQUIPPED TO THRIVE IN DYNAMIC, FAST-PACED ENVIRONMENTS.
- **SUSTAIN LONG-TERM GROWTH:** ESTABLISH TRUST AS A CORE CULTURAL PILLAR, DRIVING STABILITY, ADAPTABILITY, AND CONTINUOUS SUCCESS.

Ready to revolutionize trust in your organization? Partner with Vitale & Company to build a culture where people, ideas, and innovation thrive. Let's catalyze the change that drives success.

OUR MOST POPULAR PROGRAMS

All training programs and workshops are interactive and engaging and can be conducted in-person or virtually. Training length depends on the organization and varies from 60 minutes to half-day to full days. Below are some of Vitale & Company's more popular training topics, and each program is tailored to meet the goals of each organization. All our programs can be tailored to fit all levels of leaders, including *Individual Contributors, Emerging Leaders, Experienced Managers, Executive Leaders, C-Suite Leaders, HR Professionals, and L&D Specialists.*

THE LEADERSHIP SHIFT: REDEFINING SUCCESS BEYOND PERFECTION



Perfectionism is a pervasive challenge that many leaders face, often hindering their professional potential and overall well-being. This workshop is designed to address the unique struggles encountered with perfectionism, providing practical tools and strategies to overcome these obstacles and thrive in their leadership roles. Participants will learn how to shift their mindset from striving for unattainable perfection to embracing excellence and growth.

TAKEAWAYS:

- Gain valuable insights into the prevalence and impact of perfectionism in leaders, with insights into its two types.
- Practical strategies to combat perfectionism and foster a healthier mindset.
- The tools and action plan to implement positive changes and sustain success to enhance self-awareness, self-compassion, and resilience.

EMBRACING & NAVIGATING CHANGE



“Change is the only constant.” Today, change is the norm for organizations and individuals. However, it's the individuals and organizations that use this time to turn inward and embrace change that will come out ahead. Instead of looking at uncertainty as a time to shrink and be fearful, you can look at uncertainty as a time to expand and be open to possibility. It's time to step into your power. It's time to embrace and navigate change.

TAKEAWAYS:

- Learn how to build a resilient mindset and navigate uncertainty with confidence and clarity.
- Identify personal triggers and resistance to change, then develop mindset techniques to shift from fear into action.
- Leave with the tools and confidence to embrace change, create alignment, and turn challenges into opportunities.

TRUST CATALYST: THE FORMULA FOR BUILDING A HIGH-TRUST, HIGH-IMPACT CULTURE



Trust is more than a soft skill—it's a performance strategy. When trust is present, teams move faster, communicate clearly, and feel safe enough to take risks, speak up, and solve meaningful problems. When it's missing, even the most talented teams fall short.

Many leaders assume they're building trust, but few have defined what it actually looks like—or how to embed it into daily culture. You'll learn why trust is the ultimate competitive advantage, and explore a practical, repeatable framework for building high-trust, high-impact teams.

This is more than a mindset shift—it's a call to operationalize trust in how we show up, how we lead, and how we work together.

TAKEAWAYS:

- Learn the Trust Catalyst Formula™, a practical, repeatable process to build trust intentionally—not just instinctively.
- Understand how to develop a Trust Value System—defining what trust looks like in action, and aligning values, behaviors, and expectations across the organization.
- Explore the T3 Model of trust: Trust in Self, Trust in Others, and Trust from Others—and why all three are critical to strong leadership.

EXPLORE MORE
PROGRAMS →

OUR MOST POPULAR PROGRAMS

BOUNDARIES & BANDWIDTH: STRATEGIES TO GET UNSTUCK AND GET MOVING IN THE RIGHT DIRECTION



In today's fast-paced workplace, leaders and teams are operating at full capacity, often leaving little room for growth, reflection, and strategic decision-making. One of the biggest challenges organizations face is low bandwidth—leading to stalled goals, reactive decision-making, and burnout. The solution isn't a bigger plate; it's better boundaries.

In this interactive workshop, you'll gain actionable strategies to address the bandwidth problem, create clarity, and foster a culture where people can focus on what truly moves the needle. Discover how to prioritize leadership growth and align energy to drive meaningful progress.

TAKEAWAYS:

- Tangible strategies for creating boundaries that support high performance without burnout.
- Tools to identify and resolve bandwidth blockers that limit strategic thinking and decision-making.
- A roadmap for building a high-bandwidth culture that promotes clarity, focus, and sustainable success.

LEADING WITH EXCELLENCE



An organization that embraces excellence values its employees over the institution and is growth-oriented. Leading with Excellence focuses on self-awareness and personal growth, equipping leaders with tools to overcome barriers and succeed. In fast-paced workplaces, perfectionism can hinder creativity and fuel self-doubt, despite its appearance as a virtue. By harnessing the drive for perfection, we can foster true growth and success, creating a strong culture and building stronger relationships within the team.

PART 1

Leading Yourself with Excellence, empowers leaders to identify and overcome perfectionism patterns, fostering a mindset shift from perfectionism to excellence. Participants will leave equipped with practical tools for ongoing growth and resilience in leadership.

EMOTIONAL INTELLIGENCE: LEADING FROM THE INSIDE-OUT



Leadership starts with emotional intelligence, which determines how we understand ourselves, relate to others, and cope with daily demands. Responsible for 58% of professional success, emotional intelligence is essential in today's market. Attendees will leave this interactive workshop with a clear understanding of their emotional intelligence, personal strengths, and a personalized action plan.

TAKEAWAYS:

- Learn about the five core areas of emotional intelligence: self-perception, self-expression, interpersonal skills, decision-making, and stress tolerance, and understand why emotional intelligence is crucial for professional success.
- Gain a comprehensive understanding of your own emotional intelligence strengths and areas for improvement through the EQ-I 2.0 assessment.
- Develop a personalized action plan to enhance your emotional intelligence, improve leadership effectiveness, and apply these insights to daily professional interactions.

PART 2

Leading Others with Excellence, delves into the essential components of high-performance team environments. By cultivating psychological safety, trust, and effective communication, leaders learn to foster environments where teams thrive. Through evidence-based strategies and actionable insights, participants gain the skills to create cohesive, resilient teams that drive organizational success.

TAKEAWAYS:

- Cultivate psychological safety, trust, and intentional relationships within teams.
- Enhance communication skills and create a culture of feedback and collaboration.
- Foster resilience and adaptability in leadership to navigate challenges effectively.

OUR MOST POPULAR PROGRAMS

THE PRESENCE FRAMEWORK: LIVING WITH INTENTION, AWARENESS, AND IMPACT



In a world filled with distractions, urgency, and endless to-do lists, it's easy to move through life on autopilot. The Presence Framework is designed to help you reclaim your time, energy, and focus so you can fully engage in what matters most. This workshop explores how to be deeply present in your daily life—whether at work, with family, or in personal moments—so you can experience greater clarity, fulfillment, and alignment with your values.

Through reflection, interactive exercises, and practical tools, participants will learn how to cultivate presence as a daily practice, reduce overwhelm, and bring intentionality to their decisions, relationships, and routines.

TAKEAWAYS:

- Recognize the habits and distractions that pull you away from being present and develop strategies to refocus.
- Learn to protect the moments, values, and experiences that deserve your full presence.
- Shift from reacting to life's demands to intentionally creating a life of alignment and impact.

"How we lead others is a reflection of how we lead ourselves."

—VITALE BUFORD HARDIN

LEAD WITH INTENTION: REDEFINE YOUR LEADERSHIP APPROACH



Great leaders inspire, prioritize, and adapt. But great leadership isn't accidental—it's intentional. Lead with Intention helps you shift from reactive leadership to purposeful action by uncovering what's holding you back, aligning your leadership with your values, and building resilience. Step off autopilot and lead intentionally—creating lasting impact while staying true to yourself.

TAKEAWAYS:

- Break habits that undermine your effectiveness.
- Build boundaries to protect your energy and bandwidth.
- Establish resilience anchors to thrive under pressure.
- Develop a clear action plan to lead with confidence and impact.

LEADING THROUGH CHANGE: DEVELOPING CHANGE-READY LEADERS & TEAMS



In a world where change is constant, effective leadership demands adaptability and resilience. This program equips leaders with the skills and mindset to thrive, offering a two-part workshop that explores personal change responses and strategies for guiding teams through transformation. Join us to become a leader who not only navigates change but leverages it to create a resilient, high-performing team; focusing on both personal and organizational transformation.

TAKEAWAYS:

- Understand the three change styles and your predisposition, attitudes, and mindset toward change.
- Develop a Life Map of Resilience and embrace a change-ready mindset.
- Explore strategic tools and methodology for change management on a team and organizational level.

OUR MOST POPULAR PROGRAMS

TRUSTING YOURSELF: THE FOUNDATION OF CONFIDENT LEADERSHIP



The hardest person to lead is yourself. In a world of pressure, comparison, and constant expectations, self-trust becomes the difference between reactive, uncertain leadership and grounded, confident decision-making. When leaders trust themselves, clarity sharpens, boundaries strengthen, and confidence becomes real—not performed.

This workshop helps participants uncover what weakens self-trust, how perfectionism fuels the cycle, and the practical ways to rebuild inner confidence. Through reflection and actionable tools, leaders will learn to strengthen their decision-making, create daily trust anchors, and align their choices with the values they want to model.

TAKEAWAYS:

- Identify the hidden patterns that undermine self-trust and confidence.
- Practice strategies for clear, decisive leadership without overthinking.
- Build daily Self-Trust Anchors that support consistency and follow-through.
- Create a Personal Trust Value System to guide aligned, integrity-based choices.

THE TRUST PLAYBOOK: HOW TO BUILD TRUST DURING CHANGE



Change reveals the strength of your leadership—and the strength of your trust. When uncertainty rises, teams look for clarity, consistency, and calm. The Trust Playbook gives leaders a practical framework to communicate with confidence, make transparent decisions, and lead with the steadiness people need during disruption. This session equips you with actionable tools to strengthen trust, reduce anxiety, and keep your team aligned through any change ahead.

TAKEAWAYS:

- Learn the five pillars that strengthen trust during change.
- Communicate with clarity that reduces anxiety and confusion.
- Make transparent decisions that build credibility.
- Lead with presence that creates stability and psychological safety.

EXECUTIVE PRESENCE: THE CONFIDENCE TO SPEAK, LEAD, & INSPIRE



The Executive Speaking Program is a multi-week leadership development experience designed to help leaders build confidence, sharpen executive presence, and communicate with clarity in high-stakes moments. Through a mix of in-person workshops, virtual group sessions, and practical speaking labs, participants learn to overcome perfectionism, craft their leadership brand, and speak with authority in boardrooms, team meetings, and public settings.

WHO IT'S FOR:

- This program is designed for senior managers, directors, and emerging executives who want to:
 - Represent their organization with credibility in high-stakes moments.
 - Strengthen their leadership voice and brand.
 - Inspire trust, alignment, and confidence from teams and stakeholders.

"Working with Vitale & Co. has been an invaluable experience in transforming my leadership approach."

—DIRECTOR FOR FORTUNE 500 COMPANY



LET'S WORK TOGETHER

There's no one-size-fits-all solution for culture—and we're not interested in shortcuts. But if you're ready to get clear, build momentum, and lead with intention, we'd love to start the conversation.

Let's talk about what's possible.

You Can Start With...

BOOK A
DISCOVERY CALL

BRING US IN FOR A
KEYNOTE, TRAINING, OR
STRATEGY SESSION

A DEEP-DIVE
TRUST DIAGNOSTIC

**WE'LL MEET YOU WHERE YOU ARE—AND
HELP YOU GET WHERE YOU WANT TO GO.**

VITALE & COMPANY

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Trust CatalystTM SYSTEM

The Heart of Every Organization

TRUST IS AT AN ALL TIME
LOW. ARE YOU READY TO
BREAK THE CYCLE?

This is a critical moment—and a powerful opportunity—for your organization to lead differently.

- **85%** of organizations have cultures of low trust.
- **58%** of employees would trust a stranger over their own boss.
- **61%** of leaders believe low-trust impacts their ability to get things done in the workplace.

TRUST IS THE FOUNDATION OF THRIVING ORGANIZATIONS.

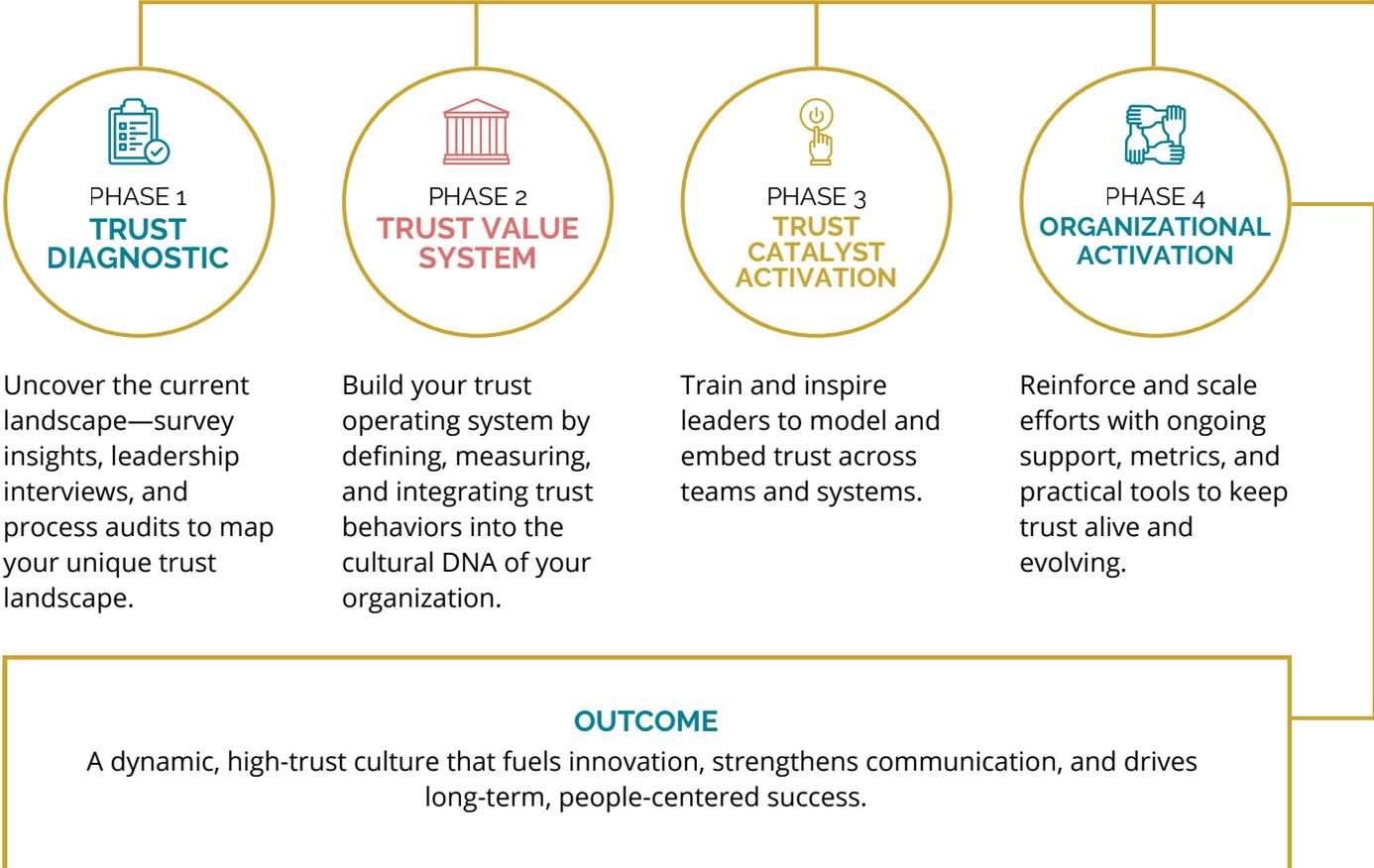
It fuels innovation, strengthens communication, and drives high-performance teams. Yet, **85% of organizations face low-trust cultures, hindering engagement, productivity, and growth.**

That's where Vitale & Company's comprehensive **Trust Catalyst™ System** steps in to transform workplaces from the ground up. Our proven framework helps organizations diagnose, transform, and sustain trust from the inside out.

Our proprietary approach includes four strategic phases designed to identify trust barriers, establish robust trust value systems, empower leaders as catalysts for trust, and implement ongoing changes that align with the organization's vision and goals.

Through this transformative journey, **we don't just rebuild trust—we ignite a culture of excellence and sustained momentum.**

THE TRUST CATALYST SYSTEM: FOUR PHASES TO IGNITE A HIGH-TRUST CULTURE



PHASE 1 TRUST DIAGNOSTIC

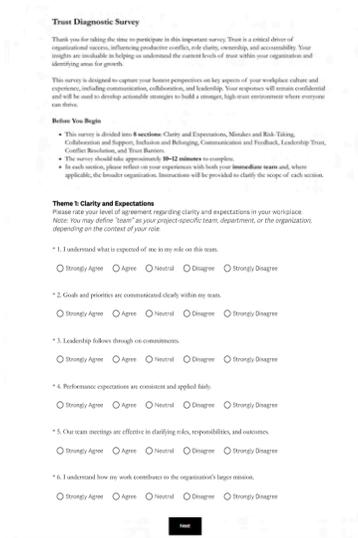
Step one is to gain clarity on your organization's trust levels with our Trust Diagnostic. Using a multi-dimensional diagnostic approach, we identify current trust barriers and areas of opportunity.

Our Process Includes:

- **Employee surveys:** Capture authentic insights from your workforce.
- **One-on-one in-depth interviews:** Understand the nuances of your organizational culture through confidential conversations.
- **Strategic asset review:** Examine critical processes and practices that impact trust through a customized Trust Blueprint.

Outcome: An in-depth Trust Blueprint that provides a clear, actionable roadmap for building a high-trust culture, grounded in detailed findings and insights. This comprehensive analysis identifies trust barriers, uncovers opportunities, and prioritizes steps to drive meaningful organizational transformation.

TRUST DIAGNOSTIC TRUST BLUEPRINT



85

The **Trust Blueprint** includes an **Overall Trust Score**—a clear, data-backed snapshot of trust across your organization. It measures eight key themes like clarity/expectations, mistakes/risk-taking, and collaboration/support. You'll also receive detailed data breakdowns by location/region, department, employee type, and more—making it easy to spot gaps, elevate strengths, and measure growth over time.

"Vitale's trust-building approach goes far beyond conventional training. She creates authentic environments where professionals address the internal barriers that limit leadership potential. Her strategies are practical, measurable, and transformative — enhancing decision-making, emotional intelligence, and team performance across an entire organization."

**President and CEO,
Financial Industry**

PHASE 2

TRUST VALUE SYSTEM DEVELOPMENT



"YOUR TRUST VALUE SYSTEM IS YOUR TRUST OPERATING SYSTEM."

Vitale Buford Hardin

After identifying trust gaps, we work collaboratively to create a tailored Trust Value System that serves as the foundation for cultural change. This system establishes the guiding principles, trust-building behaviors, and measurable indicators needed to align your organization with a high-trust vision.

Components Includes:

- Codifying trust-building behaviors.
- Embedding psychological safety into cultural norms.
- Setting measurable trust indicators for ongoing success.

Outcome: A customized Trust Value System that transforms trust into actionable, measurable behaviors, seamlessly integrated into your organization's culture. This framework becomes the cornerstone for aligning teams, fostering psychological safety, and sustaining a high-trust environment over the long term.

"Working with Vitale & Co. helped me build genuine trust within my team. My leadership approach has been transformed, and our team's performance reached new heights—driven by motivation, accountability, and a shared vision for success."

**Director of Quality,
Fortune 500 Company**

PHASE 3

TRUST CATALYST LEADERSHIP PROGRAMMING & ACTIVATION



Equip your leaders to be the driving force behind the transformation. Our Trust Catalyst training programs prepare leaders to champion trust initiatives, foster psychological safety, and model the Trust Value System behaviors critical for a high-performance culture.

This Phase Includes:

- **Leadership training:** equip leaders with practical tools to drive trust-building conversations and initiatives.
- **Team engagement sessions:** activate trust through team-level interventions.
- **Sustained implementation:** develop a roadmap for ongoing initiatives to nurture trust and address diagnostic findings.

Outcome: Leaders and teams that are **Trust Catalyst** trained become confident champions of a high-trust culture, equipped to foster psychological safety, lead trustbuilding initiatives, and model the Trust Value System. This transformation drives stronger collaboration, sustained momentum, and a measurable impact on organizational success.

PHASE 4

ONGOING ACTIVATION & SUSTAINED IMPACT



Change doesn't stop after implementation. We provide ongoing support to ensure trust becomes a lasting pillar of your workplace culture. By aligning our findings with your long-term goals, we help maintain momentum and ensure sustainable success.

Support Includes:

- Team-level trust activations.
- Continuous monitoring of trust indicators.
- Rollout of trust-building initiatives organization-wide.

Outcome: Win on talent, clients, and revenue by simply making trust your #1 priority. By activating the **Trust Catalyst System**, your organization cultivates a culture where trust is not just an ideal—it's a measurable, sustainable force driving innovation, resilience, and excellence.

"Trust can be extremely fluffy. Vitale made it tangible, actionable, and enjoyable. We walked away with powerful insights into ourselves, but most importantly, how can we incorporate trust into our organization."

**Executive Director,
Workforce Development**

WHY THE TRUST CATALYST SYSTEM?

TRUST IS YOUR BIGGEST ASSET.

And it's more than a concept—it's a measurable, actionable force that transforms workplaces. The *Trust Catalyst System* not only identifies and addresses trust challenges but also builds the foundation for a thriving, high-trust culture that drives lasting success. Through actionable insights and hands-on implementation, our system empowers organizations to:

- **Elevate employee engagement:** foster a motivated workforce driven by trust and alignment with organizational values.
- **Spark innovation and creativity:** enable teams to collaborate boldly and generate groundbreaking solutions.
- **Strengthen communication:** build open channels that enhance transparency, understanding, and teamwork.
- **Cultivate resilient leadership and teams:** develop leaders and teams equipped to thrive in dynamic, fast-paced environments.
- **Sustain long-term growth:** establish trust as a core cultural pillar, driving stability, adaptability, and continuous success.

READY TO REVOLUTIONIZE TRUST IN YOUR ORGANIZATION?

Partner with Vitale & Company to build a culture where people, ideas, and innovation thrive. Let's catalyze the change that drives success.

"It is with complete professional confidence that I recommend Vitale Buford and her transformative trust-building methodology."

**Senior Leadership
Executive**

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VITALE & COMPANY

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