



Building Trust and Identity Playbook

A transformative workshop that empowers teams to forge stronger bonds envision their highest potential and chart a path toward success.

Purpose

Trust plays a fundamental and impactful role within teams. It is the cornerstone of effective collaboration, communication, and team performance. This playbook aims to create a space for teams to develop deeper connections and a shared identity, dream up the best version of themselves, understand their impact, and plan a way forward through leveraging concepts from systems coaching, trust-based management, and positive leadership.

In practice, this workflow is highly effective as a starting point for new teams, teams that go through rough stretches (i.e., early phases of conflict), teams who want to perform better together, or when new members are joining. The flow is adequate for teams on all levels.

The workshop is based on the concept of Beyond Leadership [1] introduced by Patrick Cowden, which aims to strengthen leadership within network organizations. In their book [2], Matthias Mölleney and Sybille Sachs have described the concept in great detail.

With the steps in this guide, you can run this workshop independently. But if you need help, do not hesitate to contact me at christian@hofstetter-coaching.com or reach out to me on [LinkedIn](#).

Let me know how it went!

Christian Hofstetter



Flow

Total duration

 **175 min**

1 Hello Round

 **15 min**

2 Setting the Stage

 **20 min**

3 Connect

 **30 min**

4 Align

 **30 min**

5 Imagine

 **30 min**

6 Commit

 **30 min**

7 Debrief & Closing

 **20 min**







Connect

"Who am I and why am I here?" invitation creates a sense of connection, shared purpose, and engagement among team members. It encourages participants to reflect on their motivations and identity. The appreciative feedback part of the interaction aims to create trust between the team members and set the stone for positive collaboration.

Invitation

"Who am I, and why am I here?"

Steps

-  1min 1. Invite participants to reflect on the invitation in silence for one minute. Make them aware that "Who am I" is about beliefs, values, and life goals, not career or professional success.
-  3min 2. Explain the following steps: "When I am done explaining, find a partner, say hello, and smile. Person A has 90 seconds to answer the invitation. Person B holds the silence for the whole 90 seconds. When I ding the bell, person B shares positive, appreciative feedback about person A. Anything goes as long as it is positive. After 60 seconds, I will ding the bell again, and you switch roles."
-  15min 3. Do this for two more rounds—each round with a new partner.
-  10min 4. Together, reflect on the experience. Sit together in a circle and introduce a talking stick (e.g., pen). Only the person with the talking stick is allowed to speak. Everyone gets one minute to share, "How was it for me?".

Facilitation Tips

- Invite the participants to smile at each other when they meet in pairs. This usually softens up the energy in the room and fosters psychological safety.
- You can help the participants who will go first to foster psychological safety. E.g., the one with the most colorful socks or the one that lives the furthest away from here.
- If it is a larger group (> 8 people), it makes sense to split up into groups of three.




About me



Christian Hofstetter

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I create space for curious leaders and teams who want to develop. I stand for connection, purpose, and sustainability.

My focus is on providing teams and organizations with tools and structures so they can drive change from within and act independently.

