

Your leaders look capable. Disruption will reveal the difference.

SparkEffect's proprietary 2025 Trust Research quantifies what most organizations feel but can't yet name: the leaders closest to daily work are the most critical — and most fragile — trust holders in your organization.

THE STATE OF LEADERSHIP TRUST

The data is uncomfortable. Most organizations haven't acted on it yet.

<p>75%</p> <p>of organizations rate their leadership programs as "not very effective" — yet budgets keep increasing</p> <p><small>LEADx Benchmark & Training Magazine 2024</small></p>	<p>46% → 29%</p> <p>Trust in managers dropped in just two years — showing up in retention, execution, and culture</p> <p><small>Exec Learn, 2025</small></p>	<p>\$7</p> <p>returned for every \$1 in quality leadership development — only when it actually changes behavior</p> <p><small>Survey of 752 leadership experts, Research.com 2025</small></p>
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SPARKEFFECT PROPRIETARY 2025 TRUST RESEARCH

Five trust domains. Each one is a leadership development opportunity.

Our research measures employee trust across five domains. Each domain reveals where leadership behavior is either building or eroding trust — and maps directly to the competencies SparkEffect develops.

TRUST DOMAIN	SPARKEFFECT MODULES THAT BUILD THIS
<p>Strategic Clarity Employees understand direction, purpose, and rationale for change.</p>	<p>Leading Change & Transformation Focus & Alignment</p> <p>Strategic Thinking</p>
<p>Psychological Safety Employees feel safe to speak up and raise concerns without fear.</p>	<p>Foundations of Leadership Leaders as Coaches</p> <p>Building a Culture of Collaboration</p>
<p>Relational Continuity & Cultural Belonging Employees feel valued, connected, and aligned with culture and purpose.</p>	<p>Mindset & Behavior Change High-Performance Teams</p> <p>Communication</p>
<p>Technology & Systems Trust Employees trust how systems and technologies are introduced.</p>	<p>Disruptive Thinking Organizational Agility</p> <p>Anticipatory Leadership</p>
<p>Fairness & Change Impact Perception Employees feel changes were handled with fairness and empathy.</p>	<p>Leading Change & Transformation Influencing Others</p> <p>Leaders as Coaches</p>

WHAT THIS MEANS

<p>The variable is leadership behavior, not policy.</p> <p>Organizations don't control whether disruption happens. They control how their leaders respond — and that is a direct function of how leaders have been developed.</p>	<p>The trust dividend is real — and it compounds.</p> <p>Organizations where leaders handled disruption well reported trust scores above their pre-disruption baseline. Well-led disruption builds more trust than no disruption.</p>
<p>Most development doesn't change behavior under pressure.</p> <p>Content libraries deliver information. AI platforms deliver access. Neither creates the cognitive reset or reflective space that shifts how leaders actually think when conditions get hard.</p>	<p>Leadership development is trust infrastructure.</p> <p>Investing in the leaders closest to daily work has direct, measurable impact on retention, reputation, and revenue.</p>

"Trust only scales when leadership does. The organizations that win will treat trust as a measurable, manageable business asset and equip leaders at every level to turn turbulence into competitive advantage."

SparkEffect Proprietary 2025 Trust Research · Trust in Turbulence: The State of Organizational Trust

SparkEffect Leadership Development closes the gap. Expert-facilitated. Research-backed. Built for leaders under pressure.

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