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The Society of Nursing Home Administrators of New Jersey

May 21, 2026 | 1:00 pm – 4:00 pm

Session: 1:00 pm – 4:00 pm

Topic: The Trust & Inspire Leader - Unleashing Other's Potential

Speaker(s): **Robert Cooper**

Bob Cooper is the founder and President of RL Cooper Associates, a leading management and organizational consulting firm launched in 1999. Mr. Cooper possesses over 30 years of experience assisting organizations with the development, engagement, satisfaction, and retention of their most important asset, the people who work for them. Mr. Cooper has extensive experience supporting some of the most prominent acute care and long-term care healthcare systems. He has provided many keynote presentations throughout the United States. Mr. Cooper's core purpose is to assist individuals and groups to reach their full potential.

Bob created The Organizational Huddle Process™, an approach that develops high performance teams, enhances patient and staff satisfaction, and promotes a culture of individual and group accountability. The Nursing Executive Center of The Advisory Board Company rated RL Cooper Associate's Organizational Huddle® as a Grade A Best Practice. Mr. Cooper specializes in executive coaching, assisting many professionals to reach the C-Suite level. He is the author of three books "Huddle Up – Creating And Sustaining A Culture Of Service Excellence," "Leadership Tips To Enhance Staff Satisfaction And Retention," and "Heart and Soul in the Boardroom," Bob serves on a non-profit board, and provides support for several boards. Mr. Cooper holds an MS in Human Resource Management with a BA in Economics.



The Trust & Inspire Leader

Unleashing Other's Potential

Based on the book Trust & Inspire by Stephen M.R. Covey



Seminar Outline

- Command and control versus trust and inspire.
- Influencing human behavior.
- The three stewardships of trust & inspire leaders .
- How to become a trust and inspire leader.
- Maintaining a culture of trust and inspiration.

Command & Control Leaders

- Foster compliance based on positional power.
- Based on leadership control.
- View people and things as transactional.
- Use a “carrot and stick” approach to motivation (extrinsic).
- Create silos and fear.
- The focus is placed on the leader’s needs.
- Trust themselves more than others. Mistakes lead to discipline.
- Cares more about results than people.

Trust & Inspire Leaders

- Inspire others by igniting people's inner drive (intrinsic motivation).
- Help others to feel a sense of purpose and meaning.
- Put their focus on the staff member's needs.
- Create a culture of collaboration and staff engagement.
- Trusts and believes in others. Mistakes lead to learning and growth.
- Cares about results and people.
- Gets results in a way that inspires trust.
- Is a coach and cheerleader.

Influencing Human Behavior

“There are only two ways to influence human behavior. You can manipulate it, or you can inspire it.”

-Simon Sinek

Author of Start With Why

Think about a leader who inspired you. What did they do to make you feel inspired?

Inspire Risk Taking

“We take risks knowing that risks will sometimes result in failure, but without the possibility of failure there is no possibility of success.”

Tim Cook
CEO of Apple

What does Tim Cook’s statement mean to you?

The 3 Stewardships of a Trust & Inspire Leader

1. Modeling – Who you are (credibility, moral authority, and behavior)
2. Trusting – How you lead by extending trust.
3. Inspiring – Connecting to why (assisting others to feel a sense of purpose and a connection to the why.)

What Trust & Inspire Leaders Believe

- People have greatness inside of them. The job of the leader is to unleash other's potential.
- My job as a leader is to inspire, not control.
- There is enough for everyone – caring over competition.
- Service over self-interest.
- Go first, show the way. Model excellent behavior.
- You can only inspire hearts and minds.
- When people feel trusted, their engagement and level of self-accountability increases.

What Trust & Inspire Leaders Model

- Humility & Courage.
- Authenticity & Vulnerability.
- Empathy and Performance (results).

“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

- Maya Angelou

The Importance of Extending Trust

“It is possible to have two trustworthy people working together and have no trust between them...if neither person is willing to extend trust to the other. We unleash the greatness inside people through trusting them. Not blindly or indiscriminately trusting them, but smartly – with clear expectations and accountability.”

-Stephen M.R. Covey

Clarify Expectations & Practice Accountability

- When you clarify expectations, you create a shared vision and agreement up front about what is to be done.
- Mutually agreed-upon expectations are far more valuable to trust than dictated expectations.
- Leaders who mutually establish clear expectations and extend trust set everyone up for success.
- Let staff know you believe in them, trust them, and are there for them.
- As a trust and inspire leader, you hold yourself accountable first, and others second.

INSPIRE BY CONNECTING TO WHY

When we genuinely connect with people – when they feel like we “see them” and have real interest in them – that’s inspiring. It is also inspiring when people feel connected to purpose, meaning and contribution – to why what they're doing matters.

How do you help others to connect to why we do what we do? How do you help them to feel a deep connection to the why?

Inspire Belonging

Belonging is what turns a group of people into a team. To build a strong team, we need to understand how to bring connection to everyone and create a sense of belonging and inclusion to all. Know what's important to each individual and to the team as a whole. People need to see how they are valued by the team.

How have you assisted your team to feel valued, sending a clear message that they make a difference?

Purpose

“You can go from job to career to calling – all without changing your occupation.”

- Angela Duckworth
Author of Grit

What's your purpose?

The greatest compliment anyone can give to you is to say “You inspire me.” It means they respect you and value your life and experience. They trust you. They might feel you connected them to a sense of purpose – or they might feel you connected to them.

Become the Change You Want to See

- Look in the mirror and ask yourself how you can change and become a trust and inspire leader.
- You can impact the culture by changing yourself. And then by changing your team.
- Don't let the 5% you can't trust tell you about the 95% you can. Just because one person might have betrayed your confidence doesn't mean others will.
- The more you believe in yourself, the more you can help others believe in themselves.

When we model, people will think, I want to be like that person. When we trust, people will think I want to deliver for that person. When we inspire, people will think, I want to contribute with that person.

Trust & Inspire Leaders Keep Their Ego in Check

- People who think they are the smartest person in the room need to stop and think about what it feels like to be with them. People with high emotional intelligence understand this.
- Are humble. They are more concerned with what is right than who is right. Happy to give credit to others.
- Listen to understand. Respect all ideas. Allow yourself to be challenged.

“Good leadership requires you to surround yourself with people of diverse perspectives who can disagree with you without fear of retaliation.”

-Doris Kearns Goodwin

Historian and author of Teams of Rivals

My Personal Action Plan

What will I do to ensure that I demonstrate the qualities of a trust and inspire leader?

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Mr. Cooper specializes in executive coaching to help professionals develop and sustain the edge.

Mr. Cooper is the author of three books – “Huddle Up”
“Leadership Tips To Enhance Staff Satisfaction &
Retention”, and “Heart & Soul in the Boardroom”