

Prof. Pamela Shockley Zalabak

UCCS, CommuniCon, Inc.

Friday, 11-15-2024, 11:00 am. Osborne A204

Organizational Trust: What it Means, Why it Matters



This presentation describes a 24 year research project seeking to identify and understand the drivers of trust across organizations, cultures, languages, and continents. The work has been extended to individual relationships and to the 2016 presidential election and beyond. The presentation describes data collection processes which resulted in a model of 5 drivers of trust which in turn are predictors of satisfaction and effectiveness for differing types of organizations in different cultures and environments. The exploration of the model and its implications continue to be expanded including work in over 50 countries. The presentation discusses what the trust model means to describe why it matters in terms of both qualitative and quantitative measures.

Short Bio

Pamela Shockley-Zalabak, Ph.D., is the President of CommuniCon, Inc. an organization and leadership development corporation in business for 40 plus years. She is Chancellor and Professor Emerita of the University of Colorado Colorado Springs (UCCS) and the author of 10 books and over 100 publications and productions. As Chancellor for 15 years, Dr. Shockley-Zalabak was responsible for guiding a 75% increase in students to more than 12,500, was responsible for supporting new academic programs, and was part of an over \$500,000,000 expansion in campus facilities. In leading CommuniCon, Inc. Shockley-Zalabak and her colleagues have worked with 200 + for-profit and non-profit organizations throughout the U.S., Europe, Russia, China, India, and Poland.