

# Jan van der Spoel

Grip on trust

SPEAKER  
DESIGNER  
MENTOR

SPEAKER PROFILE

The most important aspect in every relationship is **trust**.  
But do you know how it works?

## Background

Jan van der Spoel is an experienced Creative Director and international keynote speaker. Companies such as Unilever, Philips, Nutricia (Danone), and KNVB (Royal Dutch Football Association) are on his client list.

Over time Jan developed a fascination for human behaviour and became an expert on trust.

Jan is the immediate past president of the PSANL (Professional Speakers Association Netherlands).

## The Grip on Trust Model™

During his research, Jan discovered that there is no one definition of trust but many different concepts and models. Being a visual thinker, he designed the "Grip on Trust Model". In this, he captures the six most important aspects that influence trust: Character, Competence, Consistency, Recognition, Structure and Empathy. The model helps define the level of trust in different kinds of relationships and provides practical insights on improving it.

## Happy event planners

As a speaker, Jan's goal is to make the event planner happy and the event successful. The topic of trust has a lot of different interesting angles. Jan works from a central theme and adjusts every speech towards a specific audience or event. There isn't an audience or target group that won't benefit from understanding how trust works.



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## Speaking topics:

### How to grow trust in your (online) company without having to change people?

In this talk, Jan explains how trust works within organisations, how to assess it, improve it, and make it part of your daily work life.

### How to become a high-trust leader?

People in leadership positions have to deal with people that want something from them: employees, business partners, salespeople and more. As a leader, it is crucial to learn how to read others and navigate all these relationships and still be in control.

### Trust as a key to workplace happiness.

High-trust works as a lubricant in your organisation: everything works with less friction, with more ease, better results and higher satisfaction. This talk gives the audience a roadmap to workplace happiness.

### After hearing Jan speak, you will know how to:

- ✓ Earn or restore trust in your relationships
- ✓ Improve business relations and company culture
- ✓ Have a happier life

### What people say:

"I consider Jan the Simon Sinek of the Netherlands. Jan is an expert on trust. Not just why it's important, but how it works and, more importantly, how to build it! It's fascinating and highly enabling when building a business involving people. Thank you, Jan, for these priceless insights."

– Chris Baldwin PHD | Founder of 10X Speaker & Enterprise Solutions Specialist at Medidata

"Wonderful model Jan, Congratulations! Rarely seen such a beautiful synthesis of trust..."

– Olaf Hermans PHD | Chief Relational Science at R-Intervention

## Booking information:

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