

# Companies Get Creative To Win Back Trust

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*New Actor-in-Residence program helping companies build cultures of trust through authentic communication*

MELBOURNE, AUSTRALIA, April 25, 2018 /EINPresswire.com/ -- In a climate where trust in organisations is severely lacking and claims of 'toxic culture' abound, [Live Culture Company](#) is offering a creative solution. The Live Culture Company [Actor-in-Residence](#) program uses the professional expertise of an actor to help companies develop cultures of trust and authenticity – and it all comes down to how they communicate.

“Communication training has been around for years but what companies really need to do is learn how to be authentic”, says Principal Actor-in-Residence Julian York. “In many companies, employees have very low trust in management and often even in their HR departments. If employee trust is low, then you are going to have a dysfunctional culture, so you have to build that relationship first. That means rethinking how you communicate.”

Embedded in an organisation, the Actor-In-Residence delivers group workshops, scenario training, and one on one coaching in areas such as communicating trust through empathy, the art of silence, learning how to be authentic, using storytelling for influence and building community through words.

The Actor in Residence program operates under the premise that creativity unlocks potential. “An actor’s area of expertise is understanding people and communicating in ways that are authentic and real”, says York. “That’s what the Actor-In-Residence is able to embed in a company striving for culture change. We are able to capture employee’s attention and engage them in ways traditional training can’t.”

York believes the way for companies to build trust starts with its individuals learning how to genuinely connect with others. “You have to be prepared to be vulnerable and actually let others see who you are under the professional corporate persona. That is the key to authenticity – being real with other people and communicating in a way that is empathetic - from the top down.”

For more information please contact Principal Actor-in-Residence Julian York

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