Aesthetics Research Lab

FOCUS LAB 02

Core Question: How do people experience an organization as trustworthy?



Purpose:

Identify how aesthetics shapes organizational experience, and how leaders can intentionally cultivate conditions for trust to grow.

Outcomes:

Participants will

- **Identify** sources of coherence and friction among what an organization says, what it does, and what people experience.
- **Trace** how aesthetic experience contributes to trust through belonging, care, predictability, and confidence in what to expect.
- **Consider** how leaders can make qualities such as integrity and consistency perceptible in everyday organizational life.

Aesthetics and Trust

michaelrspicher.com