

Leading at the *SPEED* OF TRUST

TM



ACHIEVING ORGANIZATIONAL GREATNESS THROUGH KNOWLEDGE WORKER AGE LEADERSHIP

Leading at the Speed of Trust Leadership-Development Training Program



“What is trust? I could give a dictionary definition, but you know it when you feel it. Trust happens when leaders are transparent, candid, and keep their word. It’s that simple.”

—Jack Welch,
Former CEO, General Electric

▶ OUTCOMES

FranklinCovey’s *Leading at the Speed of Trust* leadership-development training program to help leaders:

- Choose to make building trust an explicit goal of their work.
- Learn how others perceive their trustworthiness from their personal tQ™ Report.
- Understand the real, measurable Trust Taxes they might be paying without realizing it.
- Change Trust Taxes to Trust Dividends, which are the benefits that come from growing relationships of trust.
- Make action plans to build Trust Accounts with all key stakeholders.
- Begin using the Language of Trust as an important cultural lever.

Challenge:

Low Trust = Reduced Speed, Increased Costs

In today’s global economy trust-related problems like redundancy, bureaucracy, fraud, and turnover eat away at an organization’s profitability in the form of slowed productivity, diverted resources, and missed opportunities. What’s more, a lack of trust among customers chips away at its brand reputation.

Trust: The Key Force in Today’s Economy

Historically, trust has been considered a “soft issue,” but new research is turning this age-old assumption on its head, demonstrating that trust has a measurable, observable, and relevant effect on an organization’s bottom line. As Stephen M. R. Covey, author of the best-selling book, *The Speed of Trust*, puts it: “The serious practical impact of the economics of trust is that...we are paying a hidden low-trust tax right off the top—and we don’t even know it!”

Solution:

Trust Begins With Leaders

Leading at the Speed of Trust is a two-day workshop that raises trust from an often-ignored asset or liability to a strategic advantage in the marketplace. Doing business at the "Speed of Trust" dramatically lowers costs, speeds up results, and increases profits and influence. This highly interactive workshop engages leaders at all levels in the real work of identifying and closing the trust gaps that exist in your organization. Instead of paying outrageous Trust Taxes, you can begin to realize Trust Dividends.

Leading at the Speed of Trust includes powerful tools to help leaders improve trust—the trust people have in them and the trust on their teams. Each participant receives:

- A guidebook.
- Tools on CD.
- A DVD with select videos from the course.
- Reference cards to help leaders navigate through trust issues.
- A Trust Quotient Assessment to measure how others perceive them.

Result:

As leaders forge the path to a new culture of trust, organizations will reap immediate returns, as well as enduring long-term returns in the form of:

- Increased speed to market.
- Increased shareholder value.
- Accelerated growth.
- Enhanced innovation.
- Improved collaboration.
- Stronger partnering.
- Better execution.
- Heightened loyalty.



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