

# LEADING AT THE SPEED OF TRUST



## PRESENTATION SNAPSHOT

*The Speed of Trust* challenges our age-old assumption that trust is merely a soft, social virtue and instead demonstrates that trust is a hard-edged, economic driver - a learnable and measureable skill that makes organizations more profitable, people more promotable, and relationships more energizing.

This fast-paced and engaging presentation dramatically reveals TRUST as the hidden variable that will become your most leverageable tool, fueling your current strategic imperatives. We call it “Leading at the *SPEED* of TRUST.”

### Myths

- Trust is soft.
- Trust is slow.
- You can't teach trust.
- Trust is built solely on integrity.
- Once lost, trust cannot be restored.
- You either have trust, or you don't.

### Realities

- You *can* learn TRUST
- You *can* quantify TRUST
- You can get good at engendering TRUST
- Nothing is as FAST as the *SPEED* of TRUST!

## Primary Objectives

By framing Trust in a new light this presentation will:

- 1) Make the business and economic case for trust
- 2) Show how the ability to generate trust is *the* critical leadership competency in this new global economy
- 3) Demonstrate how to master the skill of engendering trust- both personally and in your organization

Stephen M. R. Covey asserts that:

*“The ability to establish, grow, extend, and restore trust with all stakeholders-customers, business partners, investors, and co-workers-is the key leadership competency of the new, global economy.”*



## KEY LEARNINGS

**4 Cores of Credibility:**  
*Beyond ethics...credibility is the foundation of all trust.*

<u>Character</u>	<u>Competence</u>
<ul style="list-style-type: none"><li>• integrity</li><li>• intent</li></ul>	<ul style="list-style-type: none"><li>• capability</li><li>• results</li></ul>

**5 Waves of Trust:**  
*Beyond “who you trust” this presentation reveals the bigger question-“Who Trusts You?”*

- Self Trust
- Relationship Trust
- Organizational Trust
- Market Trust
- Societal Trust

## 13 Behaviors of High Trust Leaders:

*You can't talk your way out of something you behaved your way into.*

- Talk Straight
- Demonstrate Respect
- Create Transparency
- Right Wrongs
- Show Loyalty
- Deliver Results
- Get Better
- Confront Reality
- Clarify Expectations
- Practice Accountability
- Listen First
- Keep Commitments
- Extend Trust