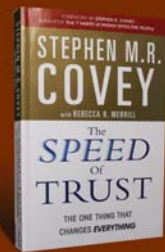


Leading at the  
**SPEED OF TRUST**™



## Accelerate Performance by Building Trust

### 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 as 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.

*Nothing is as fast as the speed of trust.*

*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!*

—Stephen M. R. Covey,  
Author of the bestselling book,  
*The Speed of Trust*

## 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.



## Key Benefits

Participants will learn how to:

- ▲ Choose to make building trust an explicit goal of their work.
- ▲ Learn how others perceive their trustworthiness.
- ▲ 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.

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.

