LEADING AT THE SPEED OF TRUST

PRESENTATION SNAPSHOT
Trust is hard, real, and quantifiable. It measurably affects both speed and cost. A function of character and competence, trust can be created and destroyed, effectively taught and learned. In most cases, lost trust can even be restored.

This fast-paced and engaging presentation dramatically reveals TRUST as the hidden variable that will become your most leverage-able tool, giving you a distinct strategic advantage. 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.
Character       Competence
• integrity     • capabilities
• intent        • results

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