

# The *SPEED* OF TRUST™



ACHIEVING ORGANIZATIONAL GREATNESS THROUGH KNOWLEDGE WORKER AGE LEADERSHIP

## The Speed of Trust

*The one thing that changes everything.*



“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

Participants in FranklinCovey's *Speed of Trust* programs will:

- Identify the business issues related to trust.
- Learn how to make trust an explicit goal of their work.
- Be able to calculate Trust Taxes—the high cost of low trust.
- Complete projects and initiatives measurably faster and with better results.
- Build a foundation of integrity based on the 4 Cores of trust.
- Understand how trust propagates from the inside out, from Self Trust to Societal Trust.
- Adopt 13 specific behaviors that build, restore, and maintain trust.

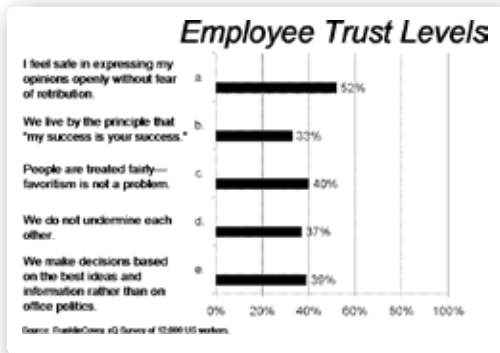
## Challenge

### What is lack of trust costing your organization?

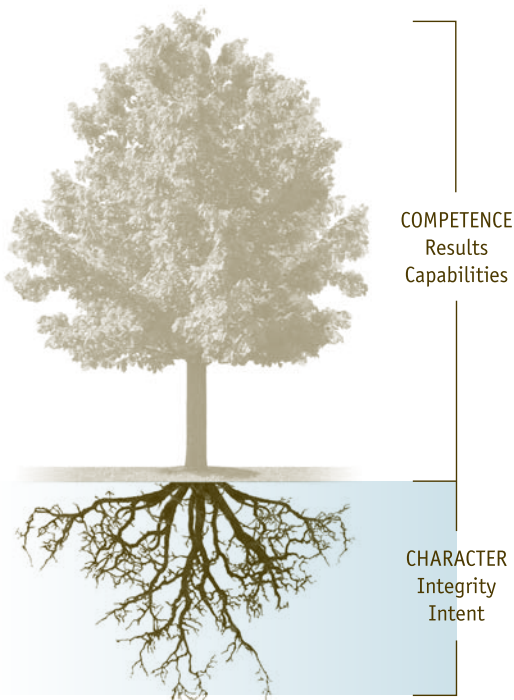
In his best-selling book, *The Speed of Trust*, Stephen M. R. Covey describes “the high cost of low trust” in terms of taxes. When trust is low in an organization, processes bog down, communication becomes guarded, decisions are put on hold while facts are checked and rechecked, and attention becomes focused on hidden agendas rather than on key objectives. Every consequence of low trust exerts a toll on your organization’s ability to succeed. Opportunities go by the wayside as clarity becomes clouded. Results become diluted and unpredictable, and those results that are achieved come slowly—at a high cost.

## Trust: A Universal Organizational Issue — And Competitive Advantage

According to FranklinCovey’s Execution Quotient® (xQ) assessment, levels of trust are alarmingly low in most organizations. For example, of more than 12,000 workers surveyed, only 39 percent said decisions in their organization are made based on the best ideas and information rather than on politics. What’s more, just 33 percent said their organization lives by the principle that “my success is your success.”\*



Another recent study on the effects of trust on results concluded that high-trust organizations enjoy a return to shareholders that is nearly three times higher than low-trust organizations.† In a day of uncertain economic conditions, fickle customers, and fierce competition that seems to appear overnight, trust has never been more important. In fact, Stephen M. R. Covey says, “Trust is the one thing that changes everything.”



## Solution

The good news is that improving trust is well within the grasp of most people — and organizations. Long perceived as a “soft” — or simply ignored — asset in the workplace, FranklinCovey’s *Speed of Trust* programs raise trust from a liability to a strategic advantage. Comprised of two different programs, *Leading at the Speed of Trust* and *Working at the Speed of Trust—For Associates*, FranklinCovey’s *Speed of Trust* solutions will help your organization achieve better results faster — and with lower costs.

### Leading at the Speed of Trust

Two-day program for senior leaders, managers, and frontline supervisors.

#### Trust begins with your leaders.

Are your leaders the kind of people others want to “follow into combat”? Do they have personal credibility and integrity? Can they exert influence without “pulling rank”? Do they reflect a balance of both character and competence?

FranklinCovey’s powerful *Leading at the Speed of Trust* program will help you develop leaders who:

- Deliver meaningful results time and time again.
- Understand how high trust contributes — and drives — superior outcomes.
- Improve execution by keeping team members focused on critical objectives rather than on hidden agendas and speculation.
- Increase employee retention by engendering loyalty and engagement from members of their team.
- Reduce conflicts by extending appropriate levels of trust.

#### The Trust Quotient

*Leading at the Speed of Trust* includes a profound, insightful 360-degree-type assessment to help leaders understand how others perceive their levels of trust. Scored on a “Trust Meter,” the Trust Quotient identifies opportunities for leaders to improve trust, as well as strengths leaders can leverage in their role.

#### Powerful tools. Proven principles.

In addition to the Trust Quotient assessment, to help leaders adopt a new paradigm and skill-set around trust, *Leading at the Speed of Trust* includes a rich set of materials and tools, including:

- Participant guidebook
- Trust Action Plan tools
- Trust Cards, including definitions and examples
- Tools CD
- Participant DVD to help instill the principles from the program

\*FranklinCovey xQ Survey †Watson Wyatt

## **Working at the Speed of Trust—For Associates**

One-day program for associates and individual contributors.

### **Everyone contributes to a high-trust organization.**

Often results are hindered by a simple lack of trust among individuals. But when individuals trust each other—and are trusted by others—communication improves and productivity accelerates as attention is redirected toward objectives instead of suspicion about others' intentions.

FranklinCovey's highly interactive *Working at the Speed of Trust—For Associates* program helps individuals in your organization identify and address "trust gaps" in their own personal credibility and in their relationships at work. Using examples based on their current work and focusing on real-world issues rather than theories or academic models, participants in the *Working at the Speed of Trust—For Associates* program will contribute to high trust in the organization by:

- Communicating transparently with peers and managers.
- Improving their track record of keeping commitments.
- Extending appropriate levels of trust with co-workers and other peers.
- Focusing on improving internal "customer service" with others who depend on their work.
- Increasing their personal credibility and influence.
- Adopting and applying the 13 Behaviors that build, maintain, and restore trust.

### **Tools to improve individual trust.**

Each *Working at the Speed of Trust—For Associates* participant kit includes:

- Participant guidebook
- Trust Action Plan tools
- Trust Cards, including definitions and examples
- Tools CD
- Participant DVD to help instill the principles from the program

### **Inspiring Trust**

**Four-hour leadership-development module for managers, supervisors, and other leaders.**

Drawn from the content of FranklinCovey's flagship program, *Leadership: Great Teams, Great Leaders, Great Results*, the *Inspiring Trust* module gives organizations a "plug and play" means of adding trust content to a current leadership-development program. This module is also adaptable to give leaders a means of addressing the topic of trust among their teams.



## **Give your organization the tools and skills to lower costs and improve results through high trust.**

For more information about FranklinCovey's *Speed of Trust* programs, contact your client partner or call 1-888-705-1776 to be put in touch with someone in your local area who can answer any questions. You may also visit [www.franklincovey.com](http://www.franklincovey.com).

