

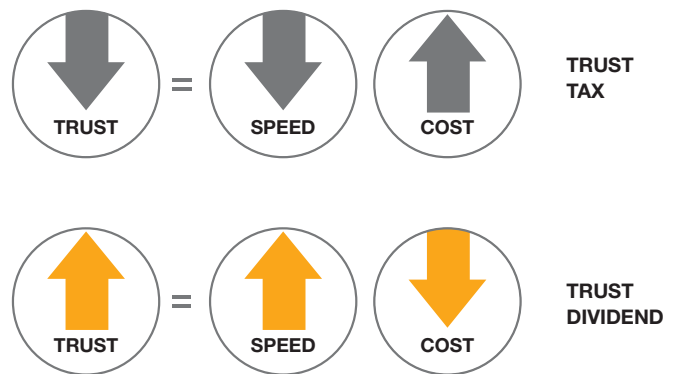


## Trust is an economic driver and always impacts two measureable outcomes: speed and cost.

Water is the vital substance that sustains all life on this planet. When it's there, everything flourishes and grows. When it's not there, everything withers and dies.

The same is true for trust. Where there is no trust, relationships decay, projects fail, customers go to competitors, initiatives under-perform and work grinds to a crawl.

Like a ripple in a pond, trust begins with you. This highly interactive work session will help leaders increase their personal credibility, apply specific behaviors that increase trust, and learn to engage and inspire their people.



### Leaders Get Results — in a Way That Inspires Trust

Rather than just teaching principles in a course, *Leading at the Speed of Trust*® 3.0 institutionalizes new language and new behavior in the context of real work. This powerful framework enables

managers to dramatically increase their personal credibility, engage their people in a completely different way, and to be more committed and more accountable for results.



*Leading at the Speed of Trust 3.0* will provide the mindset, skillset, and toolset that will measurably increase a participant's ability to deliver results in a way that inspires trust. The content can be delivered online via a virtual classroom or in a traditional classroom setting.

As a result of this work session, participants will be able to:

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## THE CASE FOR TRUST

Build your own case for trust.

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## SELF TRUST

THE PRINCIPLE OF CREDIBILITY

Increase your personal credibility.

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## RELATIONSHIP TRUST

THE PRINCIPLE OF BEHAVIOR

Behave in ways that inspire trust.

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## ORGANIZATIONAL TRUST

THE PRINCIPLE OF ALIGNMENT

Align your team with principles of high trust.

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## MARKET TRUST

THE PRINCIPLE OF REPUTATION

Improve your team's reputation.

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## SOCIETAL TRUST

THE PRINCIPLE OF CONTRIBUTION

Make a positive contribution to your world.

## Participant Kit

- Participant Guidebook
- Trust Action Cards
- Weekly Trust Huddle Guide
- *The Speed of Trust* Book
- *Speed of Trust* Digital Coach Card
- tQ 360 Assessment



“The ability to establish, grow, extend, and restore trust with all stakeholders — customers, suppliers, and employees — is the critical leadership competency in the global economy.”

**STEPHEN M. R. COVEY**

*The Speed of Trust*

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For more information about FranklinCovey's *Leading at the Speed of Trust 3.0*, contact your client partner or call 1-888-705-1776. You can also visit [www.franklincovey.com/sot](http://www.franklincovey.com/sot).