



Leading at the

# *SPEED* OF TRUST

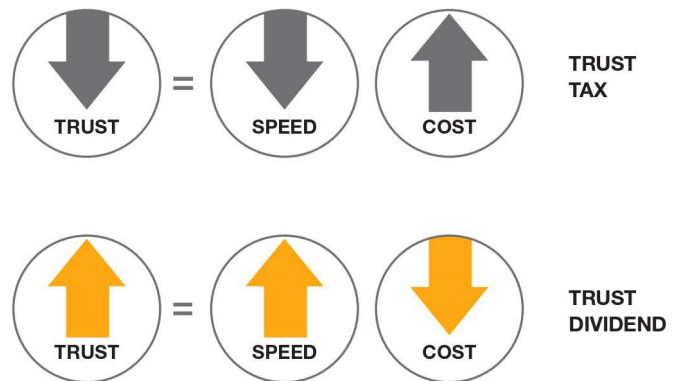
Trust is an economic driver and always impacts two measureable outcomes: speed and cost.

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.

Leaders who attend the highly interactive Leading at the *Speed of Trust*<sup>®</sup> 3.0 work session will increase their personal credibility and practice specific behaviors that increase trust.



As a result, they will be able to **better manage change** and **lead high-performing teams** that are agile, collaborative, innovative, and engaged.

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

Instead of just attending a Leading at the *Speed of Trust* 3.0 work session, leaders learn to apply and sustain a new language and set of behaviors to real work long after they leave the work session. They receive powerful tools

and processes to sustain learning for 52 weeks following the work session, helping leaders engage their teams in a completely different way to be more committed and accountable to 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, leaders will be able to:

---

## **THE CASE** FOR TRUST

Build their own case for trust.

---

## **SELF** TRUST

THE PRINCIPLE OF CREDIBILITY

Increase their personal credibility.

---

## **RELATIONSHIP** TRUST

THE PRINCIPLE OF BEHAVIOR

Behave in ways that inspire trust.

---

## **ORGANIZATIONAL** TRUST

THE PRINCIPLE OF ALIGNMENT

Align their team, symbols, systems, and processes with principles of high trust.

---

## **MARKET** TRUST

THE PRINCIPLE OF REPUTATION

Improve their team's reputation.

---

## **SOCIETAL** TRUST

THE PRINCIPLE OF CONTRIBUTION

Make a positive contribution to their world.