

The Speed of Trust – The one thing that Changes *Everything*

When an organisation is looking for advice on trust, leadership, ethics and high performance they turn to **Stephen M.R. Covey**.

With a Harvard MBA, Covey successfully increased profits by 1200 percent and nearly doubled sales within three years of becoming CEO of Covey Leadership Centre, a company set up by his father **Stephen R. Covey** and author of **The 7 Habits of Highly Effective People**.

In **The Speed of Trust** Covey shows how "trust is not some soft, illusive quality that you either have or you don't, rather, trust is a pragmatic, tangible, achievable asset that you can create – faster that you probably think possible."

"Simply put, trust is confidence. The opposite of trust – distrust – is suspicion."

The book is written in an informed style with quotes from some of the leading figures in business, politics and ethics, such as Warren Buffett, Sir Richard Branson and Mahatma Gandhi.

In five simple ways Covey shows us how to to create, inspire and restore trust.

The First Wave – Self Trust

The Principle of Credibility explores how we can increase our credibility, to inspire trust in others.

The Second Wave – Relationship Trust

The Principle of Behaviour shows how to establish and increase trust and how our behaviours affect trust in relationships.

The Third Wave – Organisation Trust

The Principle of Reputation explains how to generate trust by creating structures, systems and symbols.

The Fourth Wave – Market Trust

The Principle of Reputation considers how to create company and personal brands that will affect customer behaviour and loyalty.

The Fifth Wave – Societal Trust

The Principle of Contribution discusses the notion of "Giving back" to society and how this can create a value for others to follow.

Covey keeps you gripped using stories, from his son cutting the grass, to multi million dollar company mergers and he really inspires you to look at the relationships you have, both in business and personally.

Covey uses "a simple formula that will enable you to take trust from an intangible and unquantifiable variable to an indispensable that is both tangible and quantifiable. Trust always effects two outcomes – speed and cost. When trust goes down, speed will always go down and costs will go up."

↓Trust = ↓Speed ↑Cost

"When trust goes up, speed will also go up and costs will go down."

↑Trust = ↑Speed ↓Cost

This book will not only increase your productivity or the productivity of your organisation but it will also increase your personal effectiveness. It will make you stop and think about the relationships that you have, and as Larry King simply yet eloquently says, "understand how to nurture and inspire trust in every encounter, which is a foundation for true and lasting life."

Some Recommendations:

"Covey convincingly validates our experience at Dell that trust has a bottom-line impact on results and that when trust goes up, speed goes up while costs come down. This principle applies not only in our professional relationships with customers, business partners, and team members but also in our personal relationships, which makes this insightful book all the more valuable."

Kevin Rollins, President and CEO, Dell Inc

"Stephen Covey's work changed the world. I'd bet the price of this exciting book and more that his son, Stephen M. R. Covey, will have at least as much impact. The Speed of Trust is an amazing book, starting with its novel and powerful title my greatest wonder was why it hadn't been written before. From the epigraph 'Speed happens when people truly trust each other' to the closing bell, this is a book worth savouring and implementing."

Tom Peters

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