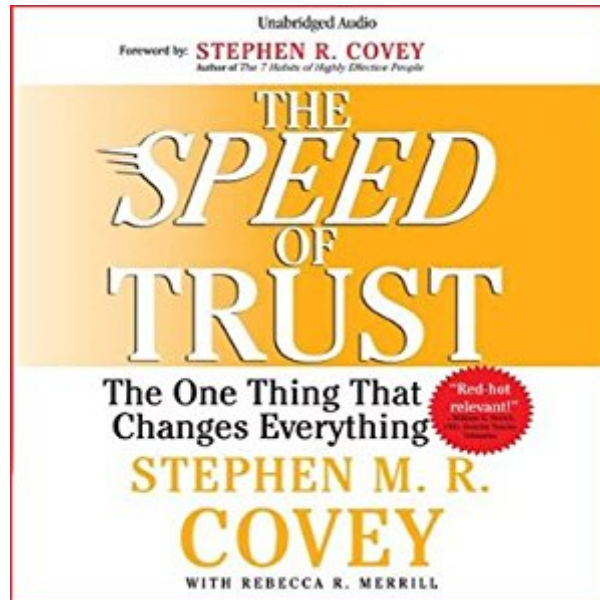


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# The Speed Of Trust: The One Thing That Changes Everything



## Synopsis

In this powerful audiobook, Stephen M.R. Covey articulates why trust has become the key leadership competency of the new global economy. Covey convincingly makes the case that trust is a measurable accelerator to performance and that when trust goes up, speed also goes up while cost comes down, producing what Covey calls a "trust dividend." Covey reveals the 13 Behaviors common to high-trust leaders throughout the world and demonstrates actionable insights that will enable you to shift your behavior to increase trust in all your relationships. Like a ripple in the pond, The Speed of Trust begins within each of us personally, continues into our relationships, expands into our organizations, and ultimately encompasses our global society. --This text refers to an alternate Audible Audio Edition edition.

## Book Information

Audible Audio Edition

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## Customer Reviews

Trust can make things easier, and distrust can definitely make things much harder. You already know that. But do you know how to check out where you need to change in order to create more beneficial trust? The Speed of Trust can help those who need a template for such self-examination. Mr. Stephen M. R. Covey is the son of Dr. Stephen R. Covey of 7 Habits of Highly Effective People fame. If you've read that famous book, you may remember young Stephen referred to by his father as the seven-year-old son who was asked to keep the yard "clean and green" and did neither at first. Dr. Covey writes the foreword for this book and refers to that example. Ms. Rebecca Merrill helped with the writing of Dr. Stephen R. Covey's book First Things First which was

coauthored by Roger Merrill. Trust is expressed by a paradigm that includes five waves of trust (self trust based on the principle of credibility, relationship trust based on the principle of proper behavior, organizational trust based on the principle of alignment, market trust based on the principle of reputation, and societal trust based on the principle of contribution). Most of the book is taken up with examining those five waves and their underlying principles. The core of the book comes, however, in the 13 behaviors that establish trust (talk straight, demonstrate respect, create transparency, right wrongs, show loyalty, get better, confront reality, clarify expectations, practice accountability, listen first, keep commitments, and extend trust). Each section of the book comes with ways to check on your performance and to create plans for improvement. This book is by far the best development of the subject of creating and restoring trust that I have read. That makes the book an essential reference.

There is one thing that is common to every individual, organization, nation, and civilization throughout the world--one thing which, if removed, will destroy the most powerful government, the most successful business, the most thriving economy, the most influential leadership, the greatest friendship, and the deepest love. On the other hand, if developed and leveraged, that one thing has the potential to create unparalleled success and prosperity in every dimension of life. According to the author, that one thing is trust. The author says that "The Five Waves of Trust" define the way we establish trust and make it actionable. Understanding these waves will enable you to speak and behave in ways that establish trust, allowing you to become a leader who gets results by inspiring trust in others.

First Wave: Self Trust. The key principle underlying this wave is credibility.

Second Wave: Relationship Trust. The key principle underlying this wave is consistent behavior.

Third Wave: Organizational Trust. The key principle underlying this wave, alignment, helps leaders create organizational trust.

Fourth Wave: Market Trust. The underlying principle behind this wave is reputation.

Fifth Wave: Societal Trust. The principle underlying this wave is contribution.

Here is a list of useful concepts I liked in the book: Trust is the "hidden variable" in the formula for organizational success. The traditional business formula is:  $(\text{Strategy} \times \text{Execution} = \text{Results})$ . But there is a hidden variable:  $(\text{Strategy} \times \text{Execution}) \times \text{Trust} = \text{Results}$ . Trust always affects two outcomes: speed and cost. When trust goes down, speed goes down and cost goes up.

This book was distributed at work like candy at a Halloween party. New buzz words were written on the board and everyone was trust falling one another. The problem still remains: there's more falling than trusting. I enjoyed the first chapter and agree with the author's sentiments: as trust improves,

cost goes down and speed increases. I believe in Covey's see, speak, behave architecture. The problem begins when Covey stretches the first chapter into over three hundred pages based on an analogy that doesn't hold water (intentional pun). The book reads more like Chicken Soup for the Corporate Soul versus a true introspection into business practice. There are some interesting stories, but beyond that, there's not much to offer. The book seemed more tailored to stroke the egos of Covey's corporate partners versus giving a hardened look at trust improvement. Covey's stories are full of fluff (back to the Chicken Soup comparison). He incorporates vague intensifiers at every opportunity: totally, apparently, extremely, really, very. "As luck would have it", over-worn clichés are not immune. These stories are used to help us accept a weak analogy on how to build trust. Some stories were outright ludicrous. For instance, he determines the start of personal trust can be contained in such things as not hitting snooze on the alarm clock, but arising on the first ring, sleep deprived or not. I'm sorry, but this doesn't fly with me. Maybe this is because I buy more into Mitch Albom's The Timekeeper philosophy. I don't believe my life is defined by an alarm clock. I was most offended in Covey's comparisons of Gandhi and the CEOs on Wall Street.

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