



Title: ***The Speed of Trust***

Author: Stephen R. Covey

The Speed of Trust is a must read for anyone who wants to have a deeper knowledge of trust and how trust effects everything we do. 24/7, 365 days a year, trust is the one thing that is common to every relationship, both personally and professionally.

When you read *The Speed of Trust*, you will gain a new appreciation for the fact that building trust and restoring trust is as easy as making and keeping commitments - both to ourselves and to others.

Covey makes a compelling point that there is both a Trust Dividend and a Trust Tax:

- High trust - the faster things happen and the lower the cost = Dividend
- Low trust - the slower things happen and the higher the cost = Tax

“The ability to establish, grow, extend, and restore trust with all stakeholders - customers, business partners, investors, and co-workers - is the key leadership competency of the new global economy.”

With all of the negative forces working in the business world today, the one thing every leader can do to improve his or her organization is to read *The Speed of Trust*, assess the situation in their organization, and develop an action plan to build, restore and inspire trust. The payoff will be incredible!