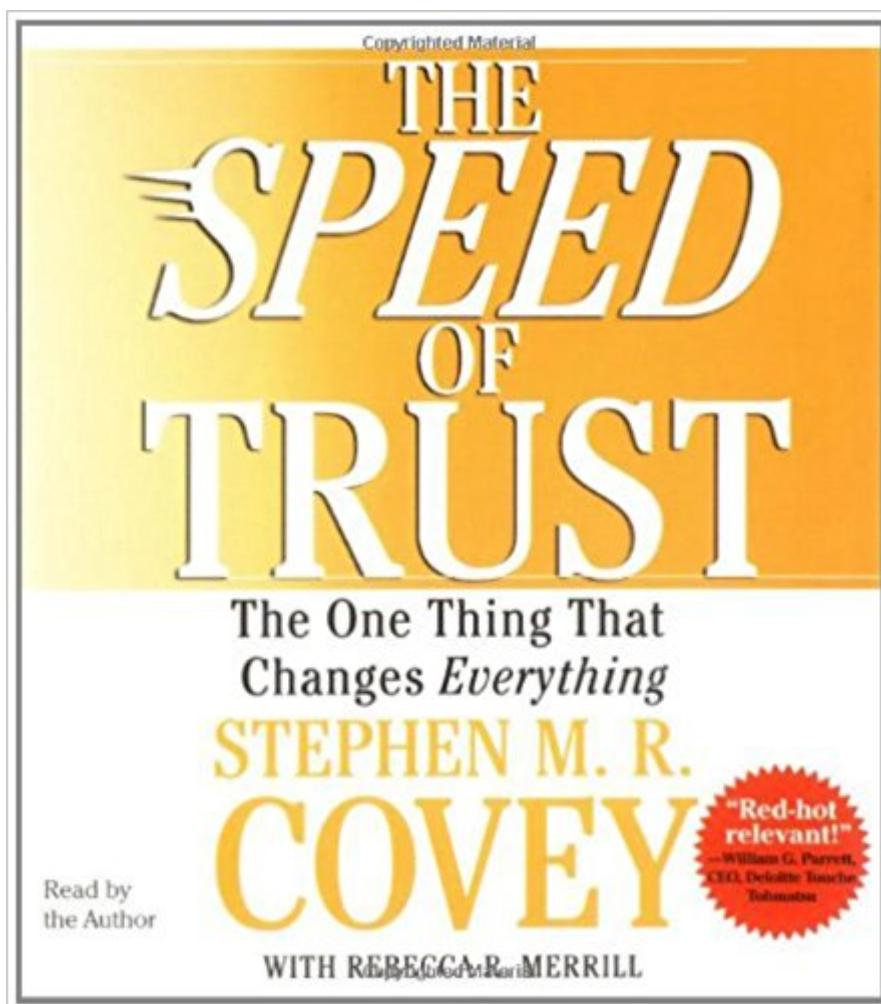


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# The SPEED Of Trust: The One Thing That Changes Everything



## **Synopsis**

This instant classic shows that establishing trust is “the one thing that changes everything” (Marcus Buckingham, coauthor of *Now, Discover Your Strengths*) in both business and life. Trust, says Stephen M.R. Covey, is the very basis of the new global economy, and he shows how trust—and the speed at which it is established with clients, employees, and constituents—is the essential ingredient for any high-performance, successful organization. For business leaders and public figures in any arena, *The Speed of Trust* offers an unprecedented and eminently practical look at exactly how trust functions in our every transaction and relationship—from the most personal to the broadest, most indirect interaction—and how to establish trust immediately so that you and your organization can forego the time-killing, bureaucratic check-and-balance processes so often deployed in lieu of actual trust.

## **Book Information**

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## **Customer Reviews**

Trust is so integral to our relationships that we often take it for granted, yet in an era marked by business scandals and a desire for accountability this book by leadership expert Covey is a welcome guide to nurturing trust in our professional and personal lives. Drawing on anecdotes and business cases from his years as CEO of the Covey Leadership Center (which was worth \$160 million when he orchestrated its 1997 merger with Franklin Quest to form Franklin Covey), the author effectively reminds us that there's plenty of room for improvement on this virtue. Following a touching foreword by father Stephen R. Covey (author of *The 7 Habits of Highly Effective People*

and related books), the junior Covey outlines 13 behaviors of trust-inspiring leaders, such as demonstrating respect, creating transparency, righting wrongs, delivering results and practicing accountability. Covey's down-to-earth approach and disarming personal stories go a long way to establish rapport with his reader, though the book's length and occasional lack of focus sometimes obscure its good advice. (Oct.) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. --This text refers to an out of print or unavailable edition of this title.

"This much-needed [audio]book provides many practical examples of how greater trust produces better results, at less cost . . . at work and in life. It's invaluable." -- Spencer Johnson, M.D., author of *Who Moved My Cheese?*

I purchased the product at a discounted price in exchange for my fair and unbiased review. I take reviewing products seriously, as I always read other reviews before purchasing any product myself. I rely on honest reviews heavily when making purchases on . I would also like to note that I only choose to receive products at a discounted price in exchange for my unbiased review if they are products I was already interested in and thinking of purchasing.

Stephen Covey did it again. There are so many factors that we take for granted and never second guess our approaches. We all become too complacent at several intervals in our life. It is when you stretch yourself to read, research, learn, share and discover the truth about many attributes and actions that must be taken in life. Trust is huge with all of us. Have you ever "trusted" someone, and been burnt? Have you talked to this person since? Did it ruin a relationship? Take time to read about how you can recover these friends and relationships and build immediate trust with and from a new friend, colleague, team member and family member.

A good book, however as Covey's family always do: write a book with a strong language and too much words to deliver one idea! It is one simple idea: to build trust with people, you need to work on character and competence. That's it. Poor examples borrowed from personal experiences and perspectives or from the seven habits.

I didn't enjoy hearing the book because it appears that some section were skipping or it appeared to sound like a broken record. (I do not feel that it was the kindle app on the iPad, but maybe the quality of recording). This is on the required reading for my doctoral program for educational

leadership, administration, and policy but a lot of the example were geared towards the business and financial world. Some example were geared towards family and somethings the educational world. My take way as are the four cores of credulity and thirteen behaviors of high-trust. I will definitely re-read this book and dive deeper into the cores and behaviors as I make connections with other educational books.

This is a valuable book for all who are involved in building or repairing relationships. For what I believe is the first time, Covey provides a basis for quantifying the added value or additional costs that high or low trust workplaces experience. In an era when economic concerns seem to focus organizations way too much on technology or methodology inputs at the expense of people and relationships, this book will open many eyes as to potential opportunities. This is not about just being nice or walking around smiling at employees. More work needs to be done to convince accountants and chief financial officers of the importance of relationships and collaboration, but this is an impressive and valuable first step. Edward F. Hartfield, The Hartfield Resolution Group

While written before this year, this is the best of many books for me this year. First, I share the frustration of most with our national leaders. Second, I see in organizations with which I work the lack of speed in decision-making because of the lack of trust. And I see people all around me who cannot resolve issues because there is a lack of trust. I really like Covey's definition of trust as comprising both competence and character. Some situations reflect one but not the other. To develop trust that allows things to move forward expeditiously, both must be present. A powerful book with insights for international, national, local and personal applications.

I was first introduced to this book and concept at work, at IMflash in Lehi, Utah. I figured, okay one more management gobbledegook feel-good subsidised outside self-improvement thingy. I was wrong. The management team LIVED this, and they made sure that we did too. I gotta say, I was beyond sceptical and made more than a little fun of them and it. But our success as a business was meteoric. And it helped me in my personal life as well. It has colored everything I have done and my life since. It is more than words, and it IS AMAZING when used in a business environment. I have seen it, and done it. I believe. I desperately wish we used it where I work now, but ...

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