

## The challenge

### Low trust = Reduced speed, increased costs

In today's global economy trust-related problems like redundancy, bureaucracy, fraud and turnover eat away at an organisation's profitability in the form of slowed productivity, diverted resources, and missed opportunities. What's more, a lack of trust among customers chips away at its brand reputation.

### Trust: The key force in today's economy

Historically, trust has been considered a "soft issue", but new research is turning this age-old assumption on its head, demonstrating that trust has a measurable, observable, and relevant effect on an organisation's bottom line. As Stephen M.R. Covey, author of the best-selling book, *The Speed of Trust*, puts it: "The serious practical impact of the economics of trust is that we are paying a hidden low-trust tax right off the top - and we don't even know it!"

## The solution: Trust begins with leaders

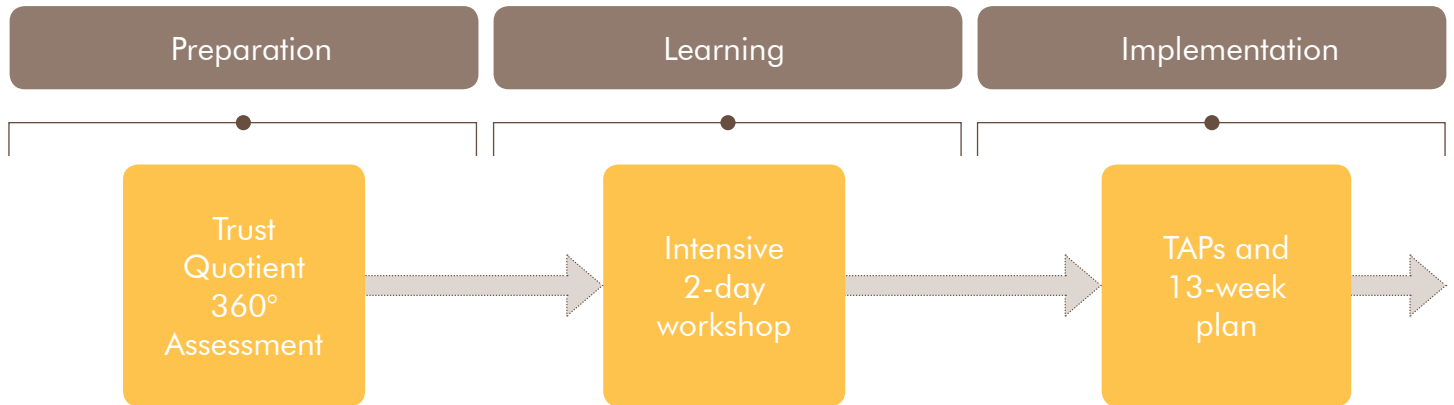
*Leading at the Speed of Trust* is a programme that raises trust from an often-ignored asset or liability to a strategic advantage in the marketplace. Doing business at the "Speed of Trust" dramatically lowers costs, speeds up results, and increases profits and influence. This highly interactive programme engages leaders at all levels in the real work of identifying and closing the trust gaps that exist in your organisation. Instead of paying outrageous Trust Taxes, you can begin to realise Trust Dividends.



## In this intensive programme, participants learn:

THE 5 WAVES	OUTCOMES	
1 Self Trust	<ul style="list-style-type: none"> <li>Act with integrity</li> <li>Set a positive example</li> </ul>	<ul style="list-style-type: none"> <li>Take responsibility</li> </ul>
2 Relationship Trust	<ul style="list-style-type: none"> <li>Develop trust</li> <li>Restore trust</li> <li>Achieve results through others</li> <li>Resolve conflicts and disagreements</li> </ul>	<ul style="list-style-type: none"> <li>Keep commitments</li> <li>Empower others</li> <li>Solve problems creatively</li> <li>Improve business relationships</li> </ul>
3 Organisational Trust	<ul style="list-style-type: none"> <li>Lead change</li> <li>Build teams</li> <li>Lead innovation</li> <li>Create team capability</li> </ul>	<ul style="list-style-type: none"> <li>Positively influence results</li> <li>Hire the right people</li> <li>Plan for succession</li> <li>Create and communicate a shared vision</li> </ul>
4 Market Trust	<ul style="list-style-type: none"> <li>Develop loyal customers</li> </ul>	<ul style="list-style-type: none"> <li>Enhance organisational reputation</li> </ul>
5 Societal Trust	<ul style="list-style-type: none"> <li>Give back to the community</li> </ul>	<ul style="list-style-type: none"> <li>Contribute to society</li> </ul>

## Empowered learning process



### Preparation

Before attending the workshop, participants must complete and review the Trust Quotient (tQ) Assessment. It gathers 360° feedback from the participant, their direct manager, direct reports and other work colleagues. The tQ report is invaluable to participants during the workshop.

### Learning

Individuals review their tQ reports and learn the "5 Waves of Trust". Participants also develop Trust Action Plans.

### Implementation

Implement the Trust Action Plans (TAPs) that were developed during the workshop:

- "Self Trust" Action Plan
- "Relationship Trust" Action Plan
- "Organisational Trust" Action Plan
- "Market Trust" Action Plan

Carry out the 13-week plan for your team - one team session per week and one behaviour per week. Coaching as a recommended service, is available to participants of this programme.

## Results

**As leaders forge the path to a new culture of trust, organisations will reap immediate returns, as well as enduring long-term returns in the form of:**

- Increased speed to market
- Accelerated growth
- Improved collaboration
- Better execution
- Increased shareholder value
- Enhanced innovation
- Stronger partnering
- Heightened loyalty

## Who should attend?

*Leading at The Speed of Trust* is ideally suited for leaders and managers at all levels. (*Working at the Speed of Trust*, a companion programme is ideally suited for individual contributors, project leaders, informal leaders and front-line staff).

### Start preparing your future leaders today

FranklinCovey's Leading @ the Speed of Trust programme is available as an Open Session, Inhouse Programme or personnel in your organisation can be certified to facilitate the workshop. For more information contact your FranklinCovey Client Partner or call +27 (0) 11 483 2128.