



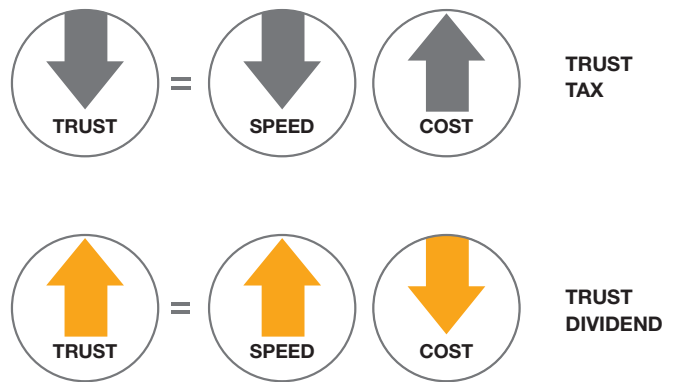
## Trust is an economic driver and always impacts two measureable outcomes: speed and cost.

Water is the vital substance that sustains all life on this planet. When it's there, everything flourishes and grows. When it's not there, everything withers and dies.

The same is true for trust. Where there is no trust, relationships decay, projects fail, customers go to competitors, initiatives under-perform, and work grinds to a crawl.

Like a ripple in a pond, trust begins with you.

Leaders who attend the highly interactive Leading at the *Speed of Trust*® 3.0 work session will increase their personal credibility and practice specific behaviors that increase trust.



As a result, they will be able to **better manage change** and **lead high-performing teams** that are agile, collaborative, innovative, and engaged.

### Leaders Get Results — in a Way That Inspires Trust

Instead of just attending a Leading at the *Speed of Trust 3.0* work session, leaders learn to apply and sustain a new language and set of behaviors to real work long after they leave the work session. They receive powerful tools

and processes to sustain learning for 52 weeks following the work session, helping leaders engage their teams in a completely different way to be more committed and accountable to results.

### Learning Map



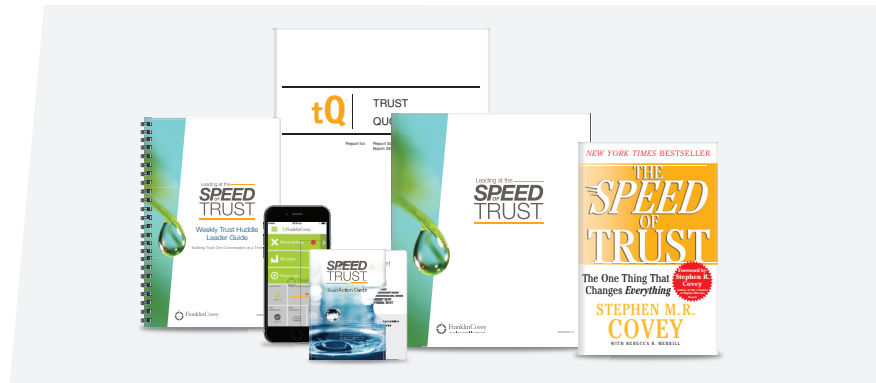
Leading at the *Speed of Trust 3.0* will provide the mindset, skillset, and toolset that will measurably increase a participant's ability to deliver results in a way that inspires trust. The content can be delivered online via a virtual classroom or in a traditional classroom setting.

As a result of this work session, leaders will be able to:

<b>THE CASE FOR TRUST</b>	Build their own case for trust.
<b>SELF TRUST</b> THE PRINCIPLE OF CREDIBILITY	Increase their personal credibility.
<b>RELATIONSHIP TRUST</b> THE PRINCIPLE OF BEHAVIOR	Behave in ways that inspire trust.
<b>ORGANIZATIONAL TRUST</b> THE PRINCIPLE OF ALIGNMENT	Align their team, symbols, systems, and processes with principles of high trust.
<b>MARKET TRUST</b> THE PRINCIPLE OF REPUTATION	Improve their team's reputation.
<b>SOCIETAL TRUST</b> THE PRINCIPLE OF CONTRIBUTION	Make a positive contribution to their world.

## Participant Kit

- Participant Guidebook
- *Speed of Trust* Action Cards
- Weekly Trust Huddle Guide
- *The Speed of Trust* Book
- *Speed of Trust* Digital Coach app
- tQ 360° Assessment



“The ability to establish, grow, extend, and restore trust with all stakeholders — customers, suppliers, and employees — is the critical leadership competency in the global economy.”

**STEPHEN M. R. COVEY**  
Author, *The Speed of Trust*

For more information about FranklinCovey's Leading at the *Speed of Trust 3.0*, contact your client partner or call 1-888-705-1776. You can also visit [www.franklincovey.com/sot](http://www.franklincovey.com/sot).