



# Leading at the *Speed of Trust*<sup>®</sup>

Trust: A tangible and measurable performance multiplier.



## Trust is today's currency—and everything a leader says and does affects the level of trust in their team.

**When trust is low**, people become suspicious, guard communication, speculate, and disengage. As a result, productivity grinds to a crawl, and costs increase. We call these trust taxes.

**When trust is high**, people become confident, and communication, creativity, and engagement improve. As a result, productivity speeds up, and costs decrease. We call these trust dividends.

Leading at the *Speed of Trust*<sup>®</sup> helps leaders strengthen their trust signals to convert trust taxes into trust dividends and propel their team further, faster.

Employees who trust their leaders are

**61%**

more likely to stay.\*

Colleagues working in a high-trust group experience

**90%**

more joy.†

Organizations with the highest levels of trust have

**360%**

more revenue growth.‡

Challenge	Solution
Remote or hybrid employees don't feel trusted by their leader, so they disengage.	High trust leaders amplify confidence for others as they intentionally model a combination of the 4 Cores of Credibility and the 13 Behaviors <sup>®</sup> of High Trust, creating a culture of connection and belonging.
There's a lack of communication and collaboration within intact or cross-functional teams.	High-trust leaders are clear about their desires and intentionally "Create Transparency" and "Talk Truthfully" to strengthen relationships, create open dialogue, and increase productivity.
There's a lack of psychological safety within the team.	High-trust leaders have open and fully honest communication leveraging the 4 Cores of Credibility—especially integrity and intent—while skillfully modeling the 13 Behaviors of High Trust.

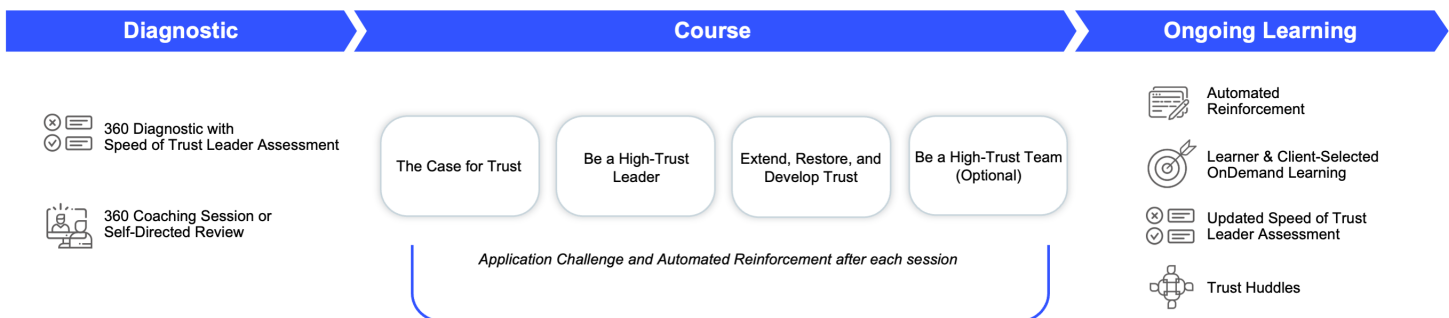
Session	Participants will be able to:
<b>The Case for Trust</b>	<ul style="list-style-type: none"> <li>“See” and measure the impact of trust on speed and cost of work to convert trust taxes into trust dividends.</li> <li>Understand that credibility and behavior are always connected to be a model of high-trust.</li> </ul>
<b>Be a High-Trust Leader</b>	<ul style="list-style-type: none"> <li>Discover evidence of high- and low- personal trust through the <i>Speed of Trust</i> Leader Assessment.</li> <li>Model personal credibility, demonstrate high-trust behaviors, and avoid counterfeit behaviors to generate trust dividends.</li> </ul>
<b>Extend, Restore, and Develop Trust</b>	<ul style="list-style-type: none"> <li>Prepare for and structure conversations that extend, restore, and develop trust in relationships.</li> </ul>
<b>Be a High-Trust Team</b> (Optional for intact teams.)	<ul style="list-style-type: none"> <li>Discover evidence of high- and low-team trust through the <i>Speed of Trust</i> Team Assessment.</li> <li>Model credibility and demonstrate high-trust behaviors as a collective team.</li> </ul>

### Delivery Options

Leading at the *Speed of Trust* a two-days work session and is available in multiple learning modalities, each includes reinforcement microlearning. An optional fourth session is available Live In-Person or Live-Online for intact teams who have completed a *Speed of Trust* course.

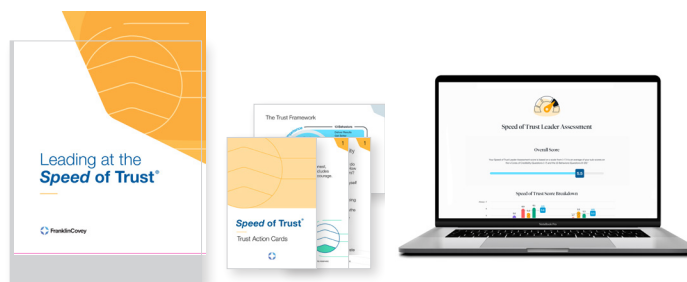
Live In-Person	Live-Online	On Demand
2 days application focused work sessions (Optional fourth session for intact teams.)	Five 2 hours application focused sessions (Optional fourth session for intact teams.)	Three 30-minute modules

### Example Impact Journey



### Product Components

- Participant Guide
- Speed of Trust* Cards
- Speed of Trust* Leader Assessment



FranklinCovey All Access Pass

The FranklinCovey All Access Pass<sup>®</sup> allows you to expand your reach, achieve your business objectives, and sustainably impact performance. It provides access to a vast library of FranklinCovey content, including assessments, training courses, tools, and resources available Live In-Person, Live-Online, and On Demand.

For more information about FranklinCovey solutions in Kenya, contact [info@raiser.co.ke](mailto:info@raiser.co.ke) or call +254 722 662 072 or 733 418 041

\* Khoury, Ghassan, and Steve Crabtree. "Are Businesses Worldwide Suffering From a Trust Crisis?" The Real Future of Work: The Trust Issue 3. (February 6, 2019) Gallup. † Johannsen, Rebecca, and Paul J. Zak. "The Neuroscience of Organizational Trust and Business Performance: Findings from United States Working Adults and an Intervention at an Online Retailer." *Frontiers in Psychology* 11 (January 11, 2021). ‡ Bush, Michael C., and Dan Ariely. Essay. In *A Great Place to Work for All: Better for Business, Better for People, Better for the World*, 58–60. Oakland, CA: Berrett-Koehler Publishers, 2018.