

TRUST

“Because trust is the one thing that affects everything, it is, without question, the most important strategic lever we can focus on. Since this is the case, it is critical to understand the impact that trust is having on our organizations so that we can do something about it.”

Stephen M. R. Covey, Author, *The Speed of Trust*

The 4 Cores of Credibility:

- Integrity
- Intent
- Capabilities
- Results

The 13 Behaviors that significantly earn trust:

1. Talk Straight
2. Demonstrate Respect
3. Create Transparency
4. Right Wrongs
5. Show Loyalty
6. Deliver Results
7. Get Better
8. Confront Reality
9. Clarify Expectations
10. Practice Accountability
11. Listen First
12. Keep Commitments
13. Extend Trust

Taken from *The Speed of Trust* by Stephen M. R. Covey