

# LEADERSHIP

Modular Series™



ACHIEVING ORGANIZATIONAL GREATNESS THROUGH KNOWLEDGE WORKER AGE LEADERSHIP

## Inspiring Trust™



“The ability to establish, extend, and restore trust with all stakeholders—customers, business partners, investors, and co-workers—is the key leadership competency of the new global economy.”

—Stephen M. R. Covey,  
The Speed of Trust

### ▶ OUTCOMES

#### Participants in FranklinCovey's *Inspiring Trust* learn how to:

1. Make building trust an explicit goal of their work.
2. Use their personal Trust Quotient (tQ) to assess how others in the organization perceive their trustworthiness.
3. Recognize the real, measurable Trust Taxes they might be paying without realizing it.
4. Quickly build relationships of trust with their team and colleagues.
5. Change Trust Taxes to Trust Dividends—the benefits that come from growing relationships of trust.
6. Begin using the 13 Behaviors as an important cultural lever.

### Challenge

## How much is your organization paying for low trust?

For organizations whose competitive edge depends on speed to market and worker productivity, the hidden costs of low-trust work environments can rob them of their competitive advantage. Low-trust issues like bureaucracy, politics, redundancy, and high turnover rates can negate speed-to-market advantages and bring productivity to a screeching halt. As Stephen M. R. Covey writes, “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!”

## Solution

### Turn hidden low-trust taxes into dividends.

Long dismissed as a moral or “soft” issue, trust is now recognized for its power to increase speed and reduce operating costs, which drives profits up. *Inspiring Trust* teaches leaders why building a high-trust work environment must be as essential as any other measurable economic goal of the organization. Leaders learn that trust begins with them. They leave with a renewed commitment to become more credible and to extend trust to others. They learn to do the real work of identifying and closing the trust gaps that exist in their organizations.

As your leaders forge the path to a new culture of trust, your organization will reap immediate as well as long-term high-trust dividends in the form of:

- Increased speed to market.
- Increased shareholder value.
- Accelerated growth.
- Enhanced innovation.
- Better execution.
- Heightened loyalty.

As a trustworthy leader, you help generate the 5 Waves of Trust.



In this module, you will focus on the first three waves:

1. *Self Trust*. The trustworthy leader has personal credibility.
2. *Relationship Trust*. The trustworthy leader knows how to build trust with others.
3. *Organizational Trust*. The trustworthy leader builds a credible team or organization.

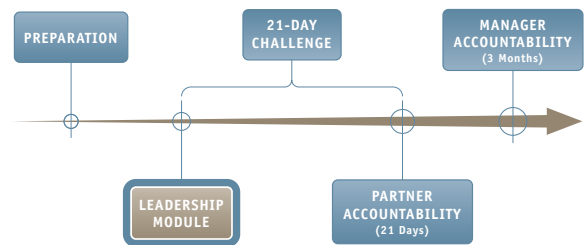
## Tools

The *Inspiring Trust* program deploys the following tools:

- Participant guidebook
- Trust Cards to help leaders navigate trust issues
- Tools CD
- Participant DVD (including a select video from the program)
- 21-Day Challenge

## The Process

You will become a more credible leader and produce better results by increasing the level of trust you have in yourself, with others, and among team members.



## FranklinCovey’s Leadership Modular Series: Scalable, Flexible...Doable

Tap into the most essential tools for today’s leaders with our *Leadership Modular Series*.

With manageable four-hour programs, now even your busiest leaders can focus on the specific competencies that target their personal leadership gaps.

The *Leadership Modular Series* includes the following instructor-led programs:

1. The 4 Imperatives of Great Leaders
2. Inspiring Trust
3. Clarifying Your Team’s Purpose and Strategy
4. Closing the Execution Gap
5. Building Process Excellence
6. Unleashing Talent
7. Leading Across Generations

## Give your leaders the knowledge and tools they need to build and inspire trust.

Take advantage of the world’s best thought leadership, efficiently packaged to target the specific competencies leaders in your organization need most. When leaders participate in a *Leadership Modular Series* program, they reap the benefits of the finest-quality tools from the global leader in leadership training. For more information, contact your FranklinCovey client partner, or call 1-888-705-1776 to find a representative in your area.

