

speed of trust covey

Speed of Trust Covey: Unlocking the Power of Trust to Accelerate Success

In today's fast-paced business landscape, the ability to build and maintain trust is more critical than ever. The phrase speed of trust covey encapsulates the idea that trust is a key driver in accelerating relationships, productivity, and overall organizational success. Stephen M.R. Covey, renowned author and leadership expert, emphasizes that trust is not just a soft, intangible asset but a measurable, actionable factor that can significantly influence the speed at which individuals and organizations achieve their goals. In this article, we explore the concept of the speed of trust covey, its importance, how to cultivate it, and practical strategies for leveraging trust to propel your business forward.

Understanding the Concept of Speed of Trust Covey

What Is the Speed of Trust?

The speed of trust refers to how quickly trust can be established and how that trust impacts the efficiency and effectiveness of relationships and processes. When trust is high, transactions and collaborations happen swiftly, with less need for micromanagement, oversight, or extensive verification. Conversely, low trust results in delays, increased scrutiny, redundancies, and friction.

The Covey Model: Trust as a Strategic Asset

Stephen Covey's model emphasizes that trust is a strategic asset that can be cultivated intentionally. The speed of trust covey suggests that organizations and individuals who prioritize building trust can accelerate their pathways to success, while those who neglect it often encounter bottlenecks and setbacks.

The Significance of Speed of Trust in Business

Benefits of Accelerating Trust

Building trust quickly offers numerous advantages:

- **Faster decision-making:** Trust reduces the need for exhaustive checks and approvals.
- **Enhanced collaboration:** Teams work more seamlessly when trust is present.
- **Improved customer relationships:** Customers are more loyal and receptive when they trust your brand.
- **Reduced costs:** Less time and resources are spent on conflict resolution or correcting misunderstandings.
- **Increased innovation:** Trust fosters a safe environment for sharing ideas and taking risks.

Trust as a Catalyst for Speed and Success

Organizations that master the speed of trust covey can outpace competitors, adapt more rapidly to market changes, and foster a culture of accountability and integrity. The faster trust is established, the sooner teams can focus on strategic initiatives rather than resolving conflicts or verifying loyalties.

The Five Waves of Trust: Covey's Framework

Stephen Covey's model identifies five key waves or levels of trust that individuals and organizations should develop:

1. Self-Trust

This is the foundation—believing in your own integrity, competence, and intentions. Developing self-trust enables confident decision-making and authenticity.

2. Relationship Trust

Built through consistent actions, honesty, and transparency in interactions with others.

3. Organizational Trust

Creating a culture where trust is embedded in policies, leadership, and operational practices.

4. Market Trust

Trust earned through delivering value, quality, and reliability to customers and stakeholders.

5. Societal Trust

The broader trust in your organization's contribution to societal well-being and ethical standards.

Understanding and nurturing each wave accelerates the overall speed of trust covey.

Strategies to Accelerate the Speed of Trust Covey

Building trust quickly requires intentional actions and mindset shifts. Here are practical strategies:

1. Demonstrate Integrity Consistently

Trust begins with honesty and ethical behavior. Always follow through on commitments, admit mistakes, and operate transparently.

2. Communicate Clearly and Openly

- Be transparent about intentions, expectations, and limitations.
- Foster open dialogue where questions and concerns are welcomed.

3. Show Competence and Capability

- Continuously develop skills and knowledge.
- Deliver quality results reliably.

4. Practice Empathy and Active Listening

- Understand others' perspectives.
- Respond thoughtfully to concerns and feedback.

5. Build Credibility Through Consistency

- Maintain a steady, reliable presence.
- Avoid sudden changes that undermine trust.

6. Leverage Technology and Processes

Implement systems that promote transparency, accountability, and real-time communication to speed up trust-building.

7. Lead by Example

Leadership plays a crucial role. Leaders who model trustworthiness inspire their teams to follow suit, creating a ripple effect.

Measuring and Maintaining the Speed of Trust Covey

Metrics for Trust

To assess trust levels, organizations can monitor:

- Employee engagement and satisfaction surveys
- Customer Net Promoter Scores (NPS)
- Turnaround times for approvals and decision-making
- Frequency of collaborative initiatives
- Rate of conflict resolution success

Maintaining Trust Over Time

Trust is fragile; it requires ongoing effort:

- Regularly reaffirm commitments.
- Recognize and reward trustworthy behaviors.
- Address breaches of trust promptly and transparently.
- Foster a culture of continuous improvement and integrity.

Real-World Examples of the Speed of Trust Covey in Action

Case Study 1: Tech Startup Accelerating Growth

A rapidly growing tech company prioritized transparency and integrity in its leadership. By openly communicating goals and setbacks, and empowering employees to make decisions, the company reduced project turnaround times by 30%, demonstrating how trust accelerates execution.

Case Study 2: Customer-Centric Organization

A retail brand built customer trust through consistent delivery and honest communication. This approach led to increased customer loyalty, higher repeat sales, and faster feedback loops—showcasing trust's role in market agility.

Conclusion: Embracing the Power of the Speed of Trust Covey

The speed of trust covey underscores that trust is not merely a soft skill but a strategic asset capable of transforming organizational performance. By understanding its importance, cultivating it through deliberate actions, and measuring its impact, individuals and organizations can unlock faster decision-making, stronger relationships, and sustainable success. In the modern competitive landscape, mastering the speed of trust covey is not just advantageous—it's essential for those seeking to thrive in an interconnected, trust-driven economy.

Takeaway Tips:

- Prioritize integrity and transparency in all interactions.
- Invest in developing your personal and organizational credibility.
- Use trust metrics to gauge progress and areas for improvement.
- Lead by example to foster a culture of trust that accelerates success.

By embedding the principles of the speed of trust covey into your leadership and operational practices, you set the stage for rapid growth, innovation, and enduring relationships.

Frequently Asked Questions

What is the core concept of 'Speed of Trust' by Stephen Covey?

The core concept is that trust is a measurable and actionable asset that can significantly accelerate or decelerate progress in relationships and organizations. Covey emphasizes that increasing trust leads to faster results and better collaboration.

How does Covey suggest building and restoring trust in a professional setting?

Covey recommends demonstrating integrity, delivering results, being transparent, and practicing consistent behaviors over time. Restoring trust involves acknowledging mistakes, making amends, and demonstrating genuine commitment to change.

What are the key components or elements of trust according to Covey's 'Speed of Trust'?

Covey identifies several key elements, including credibility, integrity, competence, and caring. Building trust involves demonstrating these qualities consistently to others.

How can organizations leverage the principles of 'Speed of Trust' to improve performance?

Organizations can foster a culture of trust by promoting transparency, encouraging open communication, demonstrating competence, and holding leaders accountable, which accelerates decision-making and enhances collaboration.

What are the potential consequences of low trust in a workplace, based on Covey's principles?

Low trust can lead to increased bureaucracy, slower decision-making, higher costs, employee disengagement, and reduced collaboration, ultimately hindering organizational effectiveness.

Are there specific habits or practices Covey recommends for increasing trust quickly?

Yes, Covey suggests practices such as 'talk straight,' 'demonstrate respect,' 'show loyalty,' and 'create transparency' to quickly build or rebuild trust with others.

How does Covey's 'Speed of Trust' relate to leadership development?

Covey emphasizes that trust is a critical leadership skill; effective leaders actively build trust through consistent integrity, competence, and relationship-building, which accelerates team performance.

Can the principles of 'Speed of Trust' be applied in personal relationships as well as professional ones?

Absolutely. Covey highlights that trust is fundamental in all relationships, and applying these principles can strengthen personal bonds, improve communication, and foster deeper connections.

Additional Resources

Speed of Trust Covey is a transformative concept introduced by renowned author and leadership expert Stephen M.R. Covey. Rooted in the idea that trust is not just a soft, intangible virtue but a tangible, measurable asset that directly influences the speed, cost, and quality of relationships and transactions, the book explores how developing trust can dramatically accelerate success in personal, professional, and organizational contexts. Covey's core premise is that trust is a learnable skill that, when cultivated intentionally, can become a competitive advantage by reducing unnecessary delays, minimizing costs, and fostering stronger collaboration. In this comprehensive review, we will delve into the key principles of the Speed of Trust, analyze its core components, examine its practical applications, and evaluate its strengths and limitations.

Understanding the Concept of the Speed of Trust

What Is the Speed of Trust?

The Speed of Trust refers to the rate at which trust is built, maintained, and restored within relationships. Covey emphasizes that high-trust environments enable faster decision-making, smoother collaboration, and more effective problem-solving, whereas low-trust settings tend to be bogged down by bureaucracy, suspicion, and delays. Trust acts as a social lubricant that accelerates interactions and reduces friction, allowing individuals and organizations to operate more efficiently.

Covey argues that trust is not merely a moral virtue but a strategic asset that impacts all dimensions of work and life. When trust is high, processes are streamlined; when trust is low, everything tends to slow down, often exponentially. This concept underscores the importance of intentionally managing trust as a key driver of organizational agility and individual effectiveness.

The Business Case for Speed of Trust

Covey presents compelling evidence that trust has a direct and substantial impact on organizational performance:

- Reduced costs: High-trust organizations experience lower transaction costs, fewer control mechanisms, and less bureaucracy.
- Faster decision-making: Trust enables quicker consensus and reduces the need for extensive oversight.
- Enhanced innovation: Trust encourages open communication and risk-taking, fostering creativity.
- Improved employee engagement: Trusting workplaces see higher morale and productivity.
- Customer loyalty: Trust builds stronger customer relationships, increasing retention and advocacy.

The core message is that trust is a multiplier; it accelerates positive outcomes and diminishes negative barriers.

The 13 Behaviors of High-Trust Leaders

Covey identifies 13 specific behaviors that leaders and individuals can adopt to build and sustain trust. These behaviors serve as practical actions to embed trust-building into daily interactions:

1. Talk Straight: Communicate honestly and transparently.
2. Demonstrate Respect: Show genuine regard for others.
3. Create Transparency: Share information openly.
4. Right Wrongs: Admit mistakes and correct them promptly.
5. Show Loyalty: Give others the benefit of the doubt.
6. Deliver Results: Consistently meet commitments.

7. **Get Better:** Continuously improve skills and processes.
8. **Confront Reality:** Address issues directly rather than avoiding them.
9. **Clarify Expectations:** Ensure mutual understanding of roles and outcomes.
10. **Practice Accountability:** Hold oneself and others responsible.
11. **Listen First:** Seek to understand before being understood.
12. **Keep Commitments:** Follow through on promises.
13. **Extend Trust:** Demonstrate trust in others' capabilities.

These behaviors are interconnected and mutually reinforcing, creating a culture where trust naturally flourishes.

Building and Restoring Trust

The Trust Tax and Trust Dividend

Covey introduces the concepts of the Trust Tax and Trust Dividend to explain the tangible impacts of trust levels:

- **Trust Tax:** The hidden costs and delays incurred when trust is low. It manifests through increased oversight, bureaucracy, and conflict.
- **Trust Dividend:** The benefits reaped when trust is high, including faster execution, lower costs, and higher morale.

Understanding this dynamic encourages organizations and individuals to invest proactively in trust-building to avoid the "trust tax" and enjoy the "trust dividend."

Restoring Trust After a Breach

Trust is fragile; it can be damaged by dishonesty, inconsistency, or neglect. Covey emphasizes that restoring trust requires:

- Acknowledging the breach openly.
- Taking responsibility without excuses.
- Making amends and corrective actions.
- Demonstrating consistent trustworthy behavior over time.

Patience and persistence are critical, as rebuilding trust is often a gradual process.

Practical Applications of the Speed of Trust

In Leadership

Leaders set the tone for trust within organizations. Covey advocates for transparent communication, integrity, and empowering employees to foster a high-trust culture. Leaders who practice the 13 behaviors can inspire confidence and accelerate organizational agility.

In Personal Relationships

Trust is equally vital in personal life. Applying Covey's principles helps individuals develop deeper, more resilient relationships. Honesty, active listening, and consistent actions reinforce trustworthiness.

In Customer and Partner Relations

Building trust with clients, vendors, and partners reduces friction in negotiations and collaborations. Trust leads to faster deal closures, longer-term partnerships, and mutual growth.

Features and Strengths of the Speed of Trust Framework

- Actionable Framework: Covey provides clear behaviors and principles that can be practiced daily.
- Measurable Impact: The concepts are supported by empirical evidence linking trust to performance.
- Universal Relevance: The principles apply across diverse settings—business, personal, community.
- Focus on Skill Development: Trust is presented as a learnable skill, empowering individuals.
- Holistic Approach: Addresses both the cognitive (beliefs, attitudes) and behavioral aspects of trust.

Limitations and Criticisms

While the Speed of Trust offers a compelling blueprint, some limitations should be acknowledged:

- Cultural Variability: Trust dynamics vary across cultures; behaviors that build trust in one context may not be effective universally.
- Time and Effort: Building trust is a long-term process that may require sustained commitment, which can

be challenging in fast-paced environments.

- Overemphasis on Individual Behavior: While individual actions are crucial, organizational systems, structures, and policies also influence trust levels.

- Potential for Manipulation: Some may attempt to superficially adopt trust-building behaviors without genuine integrity, undermining authenticity.

Conclusion: Is the Speed of Trust Worth Embracing?

Stephen Covey's *Speed of Trust* underscores an essential truth: trust is the currency of effective relationships and organizations. By intentionally cultivating trust through specific behaviors, individuals and leaders can unlock faster, more efficient, and higher-quality interactions. The book's strength lies in its practical, behavior-focused approach, making trust an accessible and actionable skill rather than an abstract virtue.

Adopting the principles of the *Speed of Trust* can lead to profound improvements in performance, morale, and collaboration. While it requires commitment and consistency, the rewards—accelerated progress, reduced costs, and stronger bonds—are well worth the effort. Whether in the boardroom, in personal relationships, or within communities, the strategic development of trust is a vital investment that pays dividends over time.

In a world increasingly driven by connectivity and collaboration, understanding and applying the insights from *Speed of Trust* can empower individuals and organizations to operate at their highest potential, turning trust into their most valuable asset.

Speed Of Trust Covey

speed of trust covey: The SPEED of Trust Stephen M.R. Covey, 2006-10-17 Over two million copies sold. Stephen M. R. Covey shows how trust—and the speed at which it is established with clients, employees, and all stakeholders—is the single most critical component of a successful leader and organization. Stephen M. R. Covey, widely known as one of the world's leading authorities on trust, asserts that it is "the most overlooked, misunderstood, underutilized asset to enable performance. Its impact, for good or bad, is dramatic and pervasive. It's something you can't escape." Thankfully, it's also the thing that can dramatically improve your personal and professional success. Why trust? The simple, often overlooked fact is this: work gets done with and through people. The *Speed of Trust* offers an unprecedented and eminently practical look at exactly how trust functions in every transaction and every relationship—from the most personal to the broadest, most indirect interaction. It specifically demonstrates how to establish trust intentionally so that you and your organization can forego the time-killing, bureaucratic check-and-balance processes that is so often deployed in lieu of actual trust. This 2018 updated edition includes an insightful afterword by the author which explores ten key reasons why trust is more relevant now than ever before—including how trust is the new currency of our world today.

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speed of trust covey: Book Review: The Speed of Trust by Stephen M.R. Covey 50minutes,, 2017-05-24 It can be hard for busy professionals to find the time to read the latest books. Stay up to date in a fraction of the time with this concise guide. "Trust has never been lower than it is today". This is a statement by Covey from his bestselling book, The Speed of Trust, and he goes on to explain that trust has virtually disappeared from business, politics and even our personal lives. Yet trusting others is an integral aspect of any career or relationship and it can bring wonderful rewards for everybody. The Speed of Trust discusses why we struggle to trust others and what we can do to rebuild those bonds. Covey is an American writer and public speaker, and co-founded CoveyLink Worldwide, which provides consulting and training for organisations across the United States. This book review and analysis is perfect for: •Anyone who wants to trust others but are not sure where to begin •Anyone looking to build trust within their team •Anyone who wishes to gain the trust of their clients About 50MINUTES.COM | BOOK REVIEW The Book Review series from the 50Minutes collection is aimed at anyone who is looking to learn from experts in their field without spending hours reading endless pages of information. Our reviews present a concise summary of the main points of each book, as well as providing context, different perspectives and concrete examples to illustrate the key concepts.

speed of trust covey: Trust and Inspire Stephen M.R. Covey, David Kasperson, McKinlee Covey, Gary T. Judd, 2022-04-05 From the bestselling author of The Speed of Trust, a revolutionary new way to lead, deemed "the defining leadership book in the 21st century" (Admiral William McRaven, author of Make Your Bed) that "every parent, teacher, and leader needs" (Esther Wojcicki, author of How to Raise Successful People). We have a leadership crisis today, where even though our world has changed drastically, our leadership style has not. Most organizations, teams, schools, and families today still operate from a model of "command and control," focusing on hierarchies and compliance from people. But because of the changing nature of the world, the workforce, work itself, and the choices we have for where and how to work and live, this way of leading is drastically outdated. Stephen M.R. Covey has made it his life's work to understand trust in leadership and organizations. In his newest and most transformative book, Trust and Inspire, he offers a simple yet bold solution: to shift from this "command and control" model to a leadership style of "trust and inspire." People don't want to be managed; they want to be led. Trust and Inspire is a new way of leading that starts with the belief that people are creative, collaborative, and full of potential. People with this kind of leader are inspired to become the best version of themselves and to produce their best work. In this "beautifully written page-turner" (Amy Edmondson, Harvard Business School professor), Covey offers the solution to the future of work: where a dispersed workforce will be the norm, necessitating trust and collaboration across time zones, cultures, personalities, generations, and technology. Trust and Inspire calls for a radical shift in the way we lead in the 21st century, and Covey shows us how.

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of Trust shows that trust is a hard-nosed business asset which can deliver quantifiable economic value. This helpful outline will help you to manage this asset, by giving you ways to build and enhance trust, both in and outside your business. Added-value of this summary: • Save time • Understand the key concepts • Expand your business knowledge To learn more, read *The Speed of Trust* and discover how to win people's trust for better results!

speed of trust covey: Summary of The Speed of Trust Alexander Cooper, 2022-07-24 *The Speed of Trust - The One Thing that Changes Everything - A Comprehensive Summary* Thank you for purchasing "The Speed of Trust" summary! If you like the book summary, please purchase and read the original book for full content experience! "The Speed of Trust" is a book about trust and its importance, not only in personal but also in professional and business life. The author of this book, Stephen M. Covey, the CEO of CoveyLink WorldWide, wrote this book in order to teach his readers about the importance of trust. Trust is not something that can be described as "touchy-feely" or something that is very nice to have. Trust is, as the author puts it, a hard-nosed business asset, which can deliver great economic value. With high trust, the speed of execution is also high, and the cost goes down. For that reason, finding good ways to build and enhance trust is vital. What can a person do to enhance trust? The first thing the author suggests is building a workable mental model (which is also something the author explains in his book). Trust is very important. It influences us 24/7, 365 days a year. Trust is crucial for every relationship, for every communication, every working project, and every effort in which we want to be engaged. Therefore, trust is a pragmatic, very tangible, and actionable asset that each person can create. Here is a Preview of What You Will Get: □ A Detailed Introduction □ A Comprehensive Chapter by Chapter Summary □ Etc Get a copy of this summary and learn about the book.

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speed of trust covey: Leading Missional Change Paul J. Dunbar, Tony Blair, 2013-04-02 It seems that nearly everyone is talking about missional change for congregations. As a result, many church leaders are attempting to drive that kind of change for the ministries they lead. Some succeed. But many others hit a wall of considerable frustration as they find that congregations resist the very change that is so needed. The reasons for this resistance are many, and they are explored in this volume. What is required to move a church from resistance to readiness? Some resistance is deeply rooted in spiritual patterns. But there are other reasons as well, and they center on trust—personal trust in the leaders who offer missional change. For this work, the authors have done extensive primary and secondary research to identify patterns and behaviors that invite missional leadership. More than that, they've lived this out in their own ministries as pastors of traditional congregations. This book thus offers compelling first-person stories and congregational case studies alongside more generalized findings. *Leading Missional Change* was written to support pastors and other church leaders who experience resistance, to share wisdom and experience that may lead to readiness, and to give hope and encouragement toward a re-energizing of your own congregation.

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uncertainty low trust creates.

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speed of trust covey: Managing Conflict God's Way Richard W. Tow, 2025-08-11 Managing Conflict God's Way is more than just a helpful book—it's a timely and Spirit-led resource that speaks directly to the heart of where so many of us live and lead: in the often messy, complicated world of human relationships. Rooted in Scripture and filled with practical wisdom, this book guides and equips pastors and Christian leaders with everyday tools to move beyond avoidance or aggression and toward healing and reconciliation—even in life's hardest moments. As a former pastor, I know how easily unresolved conflict can tear at the fabric of a church, break families apart, and damage the witness of the gospel. That's why this book matters. It offers more than just strategies and skills—it invites you into a Christ-centered way of living and leading, grounded in the call to "love your neighbor as yourself." In today's divided world, this book is both a timely and transformative guide—a much-needed resource for the church. I wholeheartedly recommend Managing Conflict God's Way to every Christian leader who desires to walk in peace and guide those they lead on the path of a true peacemaker. Dr. John Battaglia Director of the Doctor of Ministry program Professor of Practical Theology Assemblies of God Theological Seminary The writing is clear, thoughtful, and grounded in both biblical truth and sound conflict theory. It begins with a thorough discussion of

Scripture and its mandates for managing relationships and conflict, then moves into an extensive exploration of conflict theory, principles, and strategies. While it covers standard topics in the field, it also addresses areas not typically found in conflict texts. For example, the discussion of interests and satisfaction goes beyond the basics to offer detailed strategies for collaboration. Topics such as building trust, recognizing boundaries, seizing the opportunities of conflict, forgiveness and reconciliation, confrontational communication, and the dangers of demonizing others are all handled with depth and originality—supported by Scripture, contemporary conflict theory, and a rich tapestry of examples drawn from Richard’s extensive professional experience in both secular and faith-based contexts. Charlene A. Berquist, Ph.D. Emeritus Professor and Former Director, Center for Dispute Resolution Missouri State University Co-Founder Communication and Conflict Management Associates (CCMA)

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speed of trust covey: Corporate Ethics for Turbulent Markets Oswald A. J. Mascarenhas, SJ, 2019-04-30 The ebook edition of this title is Open Access, thanks to Knowledge Unlatched funding, and freely available to read online. The book extends the discussion on human dignity to its practical applications & maps out strategic approaches for responding to turbulent markets.

speed of trust covey: TRUST Haroon Abbu, Paul Mugge, Gerhard Gudergan, 2021-01-28 Trust: The Winning Formula for Digital Leaders is intended to help you become a more successful digital leader—and maybe a better person (more about this at the end). We know you are thinking, I am not the CEO, or even the Chief Digital Officer, I just work in the ranks of my organization, so how can this book help me? Due to a set of existential threats, like the global pandemic, all businesses are frantically trying to remake themselves into being digital businesses. Digital transformation is taking the world by storm—and everyone in the organization is, or will be, touched by it. We first studied the phenomenon of digital transformation through an extensive survey of global organizations. Called the Patterns of Digitization, the survey examined every aspect of how digital transformation is implemented. We looked at over 500 companies' business strategies, resource allocation, design practices, and looked at their “softer” side, like how the leaders actually communicate with employees. What we learned from this is—that no matter what type and size company you are, you fall into two different camps. Organizations are either Digitally Developing

(the far majority), or they are Digitally Mature. Through this analysis, we learned something else very important—Digitally Mature organizations are managed differently. Their leaders align human & financial resources with the strategy, create a collaborative, and nimble development environment, promote open & transparent communication, and initiate other important activities. At the 2020 IEEE International Conference on Engineering, Technology and Innovation, we presented Digital Leadership: Character and Competency differentiates Digitally Mature Organizations Leaders. Through it we show how the character and competency of these leaders (the foundations of trust) help set them and their organizations apart. Our intention was not to laud Digitally Mature leaders, as it was to help lagging companies grasp what is truly involved in implementing a digital transformation and what they need to do to catch up. This has been our *modus operandi* from the beginning. But just exhorting digital leaders to show more character and demonstrate their competency with digital technologies, is still not enough. To really help them (read you) we needed to go deeper. The jewel of this book is its in-depth interviews with proven, successful digital leaders. And we didn't stop with just exploring their character and competency, we asked them how specifically they build trust through their intentions, integrity, capabilities and results. Of course, these are the "four core values" of Stephen M.R. Covey's Speed of Trust framework and the basis of the book's 20-question Interview Guide. Now, enjoy the book and see for yourselves how these leaders rely on these very humancentric actions—along with the trust and respect of their people—to lead very aggressive and very complex digital transformations. From the Inside Flap Endorsed by Stephen M.R. Covey, The New York Times and #1 Wall Street Journal bestselling author of The Speed of Trust: The One Thing that Changes Everything. Foreword by Gerald C. Kane, Author of The Technology Fallacy: How People are The Real Key to Digital Transformation Digital Leaders Included in the Book Authors take a deep dive into the actions of successful digital leaders. They built an extensive interview guide, based on Stephen M.R. Covey's now famous Speed of Trust model, and conducted 1:1 interviews with the following global digital leaders: Chuck Sykes (CEO, Sykes Enterprises), Andera Gadeib (CEO, Dialego), Larry Blue (CEO, Bell & Howell), Robert Kallenberg (Director of Strategy and Organization, Porsche AG), Brandon Batten (Owner & Operator, Flying Farmer LLC), Marc Schlichtner (Principal Key Expert, Product, Portfolio & Innovation Management, Siemens Healthineers), Seth Kaufman (President & CEO, Moët Hennessy North America), Deborah Leff (former Global Leader and Industry CTO of Data Science and AI, IBM), Krishna Cheriath (VP, Head of Digital, Data and Analytics, Zoetis Inc.), Dominik Schlicht (CEO, Talbot New Energy AG), Craig Melrose (Executive Vice President, Digital Transformation Solutions, PTC), Dagmar Wirtz (CEO, 3WIN), and Rahul C. Basole (Managing Director and Global Lead for Visual Data Science, Accenture AI). Visit patternsofdigitization.com From the Back Cover The passion of these authors and their commitment to meaningful research is abundant in this compelling read. They have studied what separates digitally mature companies from the many companies that lag behind and conclude that the ability of their leaders to personally develop and enable trusting relationships is, indeed, the difference-maker. Using the Speed of Trust framework as a guide, the authors conducted direct interviews with digital leaders and show how their integrity, intent, capabilities, and results significantly impact performance across a broad range of transformation goals. The insights and lessons learned from these interviews will be invaluable to digital leaders. The pace of change in the digital world makes it easy to get caught up in the moving target of technology details--e.g. cloud computing, artificial intelligence, etc.--and lose sight of the ever more important, human-centric dimension of building trust. Stephen M.R. Covey The New York Times and #1 Wall Street Journal bestselling author of The Speed of Trust: The One Thing that Changes Everything The book is about (and for) digital leaders, the people in charge of changing the course of their organizations. Authors bring it all together with interview chapters from thirteen digital leaders on how they build trust. Excerpt from the foreword to this book by Gerald Kane This book is a gem. The winning formula developed using interviews with digital leaders from a multitude of industries provides a practical guide to transform any company into a mature digital businesses. Robert Kallenberg, Head of Strategy, Porsche AG The authors have articulated the leadership

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speed of trust covey: *The 100 Best Books for Work and Life* Todd Sattersten, 2025-10-07 You already know that books are a valuable resource for learning new skills and gaining better insights in all aspects of your life. The challenge is sorting through the thousands of titles published each year and knowing if a particular book will help you. 100 Best Books for Work and Life is the solution to that problem. The selections in 100 Best Books were chosen by twenty-year publishing veteran Todd Sattersten to help you with both personal and professional pursuits. The twenty-five chapters in 100 Best Books are organized by topic to make it easy to find the books that can help you right now. And each review provides a comprehensive summary with valuable background information for how its teachings can help in all parts of your life. 100 Best Books for Work and Life will help you cut through the clutter and discover the books that are worth your time and will enrich your life.

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