“Nothing is as fast as the speed of trust.”
—Stephen M. R. Covey
Who do you trust?

Who would you trust to lead your team while you go on vacation?

Who would you trust with your PIN?

Who would you trust with your child or pet?

Who would trust you?
What Is Trust?

Trust is both a noun and a verb and can have several meanings. Our definition is:

“Confidence born of the **character** and the **competence** of a person or an organization.”

The opposite of trust is suspicion.
Think of a low-trust relationship you have.

- What is it like to work with this person?
- How long does it take to get things done?
- What is communication like?
- What kind of results are you able to achieve?
Low Trust Slows Down Your Success
Think of a high-trust relationship you have.

- What is it like to work with this person?
- How long does it take to get things done?
- What is communication like?
- What kind of results are you able to achieve?
Trust Dividend

- High Trust Speeds Up Your Success
Total return to shareholders for organizations with high trust is almost 3 times higher than that of organizations with low trust.

—Human Capital Index, Watson Wyatt Worldwide
On the chart are numbers 1-54. Your challenge is to find each number on the chart, starting with 1, then 2, then 3, and so on...

All the way to 54...

See how many numbers you can find. There are no missing numbers or tricks.
The *Speed of Trust* provides a:

- **Framework** for thinking about trust…
- common **Language** to increase trust…
- **Process** for deliberately creating trust.
“As trust is manifest in each successive wave, the effect of trust becomes cumulative and exponential.”

—Stephen M. R. Covey
The 4 Cores of Credibility

1 Integrity
Are You Congruent?

Integrity is deep honesty and truthfulness. It is who we really are. It includes congruence, humility, and courage.

1. Integrity
2. Intent
3. Capabilities
4. Results

- Congruence: To live in harmony with your deepest values and beliefs. You walk your talk.
- Humility: To stand firmly for principles, especially in the face of opposition. You are more concerned with what is right than with being right.
- Courage: To act according to principles. You do the right thing—especially when it’s hard to do.

Integrity Accelerators
Increasing Your Integrity

1. Make and keep commitments to yourself. Treat commitments to yourself as you would treat commitments to other important people in your life. Make, keep, repeat.

2. Stand for something. Write a mission statement or personal credo—an expression of what you stand for. Then live by it.

3. Be open. Exercise humility. Challenge the way you see the world: Are your own viewpoints totally accurate and complete? Do you seriously consider other viewpoints?

Speed of Trust Action Cards
www.speedoftrust.com

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The 4 Cores of Credibility

2 Intent
What's Your Agenda?

Intent is your fundamental motive or agenda and the behavior that follows.

- Motive: The motive that inspires the greatest trust is genuine caring—about people, your values, the quality of what you do.
- Agenda: The agenda that inspires the greatest trust is seeking mutual benefit—genuinely wanting what's best for everyone involved.
- Behavior: The behavior that best creates credibility is acting in the best interests of everyone.

Intent Accelerators
Improving Your Intent

1. Examine your motives.
   Ask yourself the “five whys.” Once you get close to your real intent, ask yourself: “Am I motivated only by self-interest or by the interests of all?”

2. Choose abundance.
   Ask yourself: “Do I believe there are enough rewards, credit, recognition, and benefits for everyone’s interests to be served?”

3. Declare your intent.
   Choose the intent that will serve everyone best, including yourself. State it, signal it, clarify it, and discuss it—especially when your intent is unclear. Share the “why” behind the “what” wherever possible.

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3 Capabilities
Are You Relevant?

Capable people and organizations inspire confidence. Capability is our capacity to produce and accomplish TASKS: talents, attitudes, skills, knowledge, and style.

- Talents: What are my unique, native strengths?
- Attitudes: Do I approach work with energy and the determination to contribute?
- Skills: Do I continuously upgrade my skills?
- Knowledge: What am I doing to stay current and keep learning?
- Styles: Does my style of doing things get in the way or ease the path?

Capabilities Accelerators
Building Your Capabilities

1. Run with your strengths.
   Feed your strengths. What are they? Where are your natural talents? What can you do best? Starve your weaknesses by teaming with others who are strong where you’re weak.

2. Keep yourself relevant.
   Match your strengths to opportunities. Where can you make a unique, high-value contribution?

3. Know where you’re going.
   Specify that “different in kind” contribution and keep the vision of it before you from now on.

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The 4 Cores of Credibility

4. Results
   What's Your Track Record?

Results matter! They matter enormously to your credibility. People evaluate your results/performances on three key indicators: past performance, current performance, and anticipated performance.

- **Past Performance:** Your reputation and track record for delivering results, not just activities.
- **Current Performance:** Producing results now, not resting on past performance.
- **Anticipated Performance:** How people project you will perform in the future based on past and current results.

Results Accelerators

1. **Take responsibility for results.**
   Adopt a “results” mind-set rather than an “activity” mind-set. Ask yourself: “Will what I’m doing now lead to the results I want, or am I just staying busy?”

2. **Expect to win.**
   Openly express confidence in yourself and others. Clearly define what winning consists of. Create an emotional climate of high expectations.

3. **Finish strong.**
   Drop out of the “culture of quitting” and the “victim mentality.” Stay strong at the end when everything’s on the line.
The 4 Cores of Credibility

1. Integrity
2. Intent
3. Capabilities
4. Results

- Competence
- Character

Self Trust
“As trust is manifest in each successive wave, the effect of trust becomes cumulative and exponential.”

—Stephen M. R. Covey
The 13 Behaviors of High-Trust Leaders

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
The “13 Behaviors” Cards

1 Talk Straight


Opposite

To lie or to deceive.

What to Say

- Here’s how I see the situation...
- This is what I feel strongly about...
- I suggest we do the following...
- These are the facts as I see them...
- From my perspective...
- I respect you, and I want to talk straight with you.
- My intent is to be candid with you.
- Let me tell you what I’ve observed...
- This is what I understand...

Counterfeit

“Spinning,” positioning, posturing, and manipulating. Withholding information, beating around the bush, double-talking, and flattering. “Corporate speak.” Technically telling the truth, but leaving the wrong impression.

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The “13 Behaviors” Card Game

Dealer:
- Deal the remaining 12 cards to the table group.

Players:
- Review the cards in your hand.
- Teach one of the behaviors you have in your hand to the table group.
- Tell a story or give an example of someone who practices the behavior or who does the opposite or who counterfeits.
Tips for Using the 13 Behaviors Cards

1. It’s inside out. If you’re wrong on the 4 Cores of Credibility, you’ll never succeed with the 13 Behaviors.

2. Sequence matters. Some of the 13 Behaviors naturally come before others.

3. The 13 Behaviors are always used in combination.

4. Any of the 13 Behaviors taken to the extreme can backfire.
Thank You

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