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The SPEED of Trust: The One Thing that Changes Everything

By Stephen M.R. Covey



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From Stephen R. Covey's eldest son comes a revolutionary new path towards productivity and satisfaction. Trust, says Stephen M.R. Covey, is the very basis of the new global economy, and he shows how trust—and the speed at which it is established with clients, employees and constituents—is the essential ingredient for any high-performance, successful organization.

For business leaders and public figures in any arena, *The Speed of Trust* offers an unprecedented and eminently practical look at exactly how trust functions in our every transaction and relationship—from the most personal to the broadest, most indirect interaction—and how to establish trust immediately so that you and your organization can forego the time-killing, bureaucratic check-and-balance processes so often deployed in lieu of actual trust.



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Editorial Review

From Publishers Weekly

Trust is so integral to our relationships that we often take it for granted, yet in an era marked by business scandals and a desire for accountability this book by leadership expert Covey is a welcome guide to nurturing trust in our professional and personal lives. Drawing on anecdotes and business cases from his years as CEO of the Covey Leadership Center (which was worth \$160 million when he orchestrated its 1997 merger with Franklin Quest to form Franklin Covey), the author effectively reminds us that there's plenty of room for improvement on this virtue. Following a touching foreword by father Stephen R. Covey (author of *The 7 Habits of Highly Effective People* and related books), the junior Covey outlines 13 behaviors of trust-inspiring leaders, such as demonstrating respect, creating transparency, righting wrongs, delivering results and practicing accountability. Covey's down-to-earth approach and disarming personal stories go a long way to establish rapport with his reader, though the book's length and occasional lack of focus sometimes obscure its good advice. (Oct.)

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Review

Covey convincingly validates our experience at Dell -- that trust has a bottom-line impact on results and that when trust goes up, speed goes up while costs come down. This principle applies not only in our professional relationships with customers, business partners, and team members but also in our personal relationships, which makes this insightful book all the more valuable."

-- Kevin Rollins, President and CEO, Dell Inc.

"This book can change lives. Covey helps us understand how to nurture and inspire immediate trust in every encounter, which is the foundation for true and lasting success in life. A very interesting and enlightening read."

-- Larry King

"Covey brilliantly focuses on that overlooked bedrock of democratic capitalism -- trust. Like the air we breathe, we too often take this critical intangible for granted. As Covey makes clear, we do so at our ultimate competitive peril."

-- Steve Forbes, President and CEO, Forbes

"Want to be an irresistible positive force? Combine personal responsibility with compassion and respect for others. Want to know how to do this perfectly? Read *The Speed of Trust*."

-- Dr. Laura Schlessinger, internationally syndicated radio host and author of *The Proper Care and Feeding of Marriage*

"Covey's book underscores the single most important factor -- the substrate -- that will determine the success (or failure) of any organization in the 21st century: TRUST. This is a powerful read: brave, imaginative, amazingly prescient, and backed up by empirical and analytical heft. A must-read for anyone in a position of responsibility, from a support group to a global corporation."

-- Warren Bennis, Distinguished Professor of Business Administration, USC, and author of *On Becoming a Leader*

"This much-needed book provides many practical examples of how greater trust produces better results, at

less cost, sooner -- at work and in life. It's invaluable."

-- Spencer Johnson, M.D., author of *Who Moved My Cheese?* and coauthor of *The One Minute Manager*

"Stephen Covey's work changed the world. I'd bet the price of this exciting book and more that his son, Stephen M. R. Covey, will have at least as much impact. *The Speed of Trust* is an amazing book, starting with its novel and powerful title -- my greatest wonder was why it hadn't been written before. From the epigraph -- 'Speed happens when people truly trust each other' -- to the closing bell, this is a book worth savoring -- and implementing."

-- Tom Peters

"When I received this book and was asked to read it and offer my comments, my first impulse was, 'I don't have the time.' However, as I read the foreword, then the first few chapters, I could not put it down. It is exactly what business leaders need today. This book gets to the core roots of ethical behavior and integrity and how 'trusted' leaders and organizations do things better, faster, and at lower cost. Everyone should make the time to read this book."

-- Nolan D. Archibald, Chairman and CEO, The Black & Decker Corporation

"I am happier when I am trusted, and I bet you are too. Covey has done a masterful job teaching that trust is conditioned on our behavior and that we can consciously shift our behavior to deserve trust. This one realization can change your life. This is the best book by a Covey since *7 Habits*."

-- Richard Carlson, Ph.D., author of *Don't Sweat the Small Stuff* and *Don't Get Scrooged*

About the Author

Stephen M. R. Covey is cofounder and CEO of CoveyLink Worldwide. A sought-after and compelling keynote speaker, author, and advisor on trust, leadership, ethics, and high performance, Covey speaks to audiences around the world. A Harvard MBA, he is the former CEO of Covey Leadership Center, which under his stewardship became the largest leadership development company in the world. Covey resides with his wife and children in the shadows of the Rocky Mountains.

Rebecca A. Merrill has served in numerous leadership positions in community, education, and women's organizations. Coauthor of *Connections: Quadrant II Time Management*, she also assisted Stephen R. Covey on *The 7 Habits Highly Effective People*.

Recognized as one of *Time* magazine's twenty-five most influential Americans, Stephen R. Covey (1932–2012) was an internationally respected leadership authority, family expert, teacher, organizational consultant, and author. His books have sold more than twenty-five million copies in thirty-eight languages, and *The 7 Habits of Highly Effective People* was named the #1 Most Influential Business Book of the Twentieth Century. After receiving an MBA from Harvard and a doctorate degree from Brigham Young University, he became the cofounder and vice chairman of FranklinCovey, a leading global training firm.

Users Review

From reader reviews:

Brian Price:

Why don't make it to become your habit? Right now, try to prepare your time to do the important take action, like looking for your favorite guide and reading a e-book. Beside you can solve your condition; you can add your knowledge by the guide entitled *The SPEED of Trust: The One Thing that Changes Everything*. Try to make book *The SPEED of Trust: The One Thing that Changes Everything* as your close friend. It means that

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Jessica Ball:

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Margaret Wynkoop:

This The SPEED of Trust: The One Thing that Changes Everything is great reserve for you because the content which is full of information for you who all always deal with world and have to make decision every minute. This particular book reveal it details accurately using great plan word or we can state no rambling sentences within it. So if you are read the item hurriedly you can have whole details in it. Doesn't mean it only will give you straight forward sentences but difficult core information with wonderful delivering sentences. Having The SPEED of Trust: The One Thing that Changes Everything in your hand like having the world in your arm, details in it is not ridiculous one particular. We can say that no book that offer you world inside ten or fifteen tiny right but this e-book already do that. So , it is good reading book. Hello Mr. and Mrs. occupied do you still doubt this?

Lupe Holloway:

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