

# The Speed of Trust

A person is walking a tightrope across a deep canyon. The scene is set at sunset or sunrise, with a warm orange and yellow sky. The person is silhouetted against the bright light of the sun, which is low on the horizon. The canyon walls are dark and rugged, and the overall atmosphere is one of challenge and balance.

**The One Thing That Changes Everything**

**A book written by Stephen M.R. Covey**

**Presented by Beylor Meza**

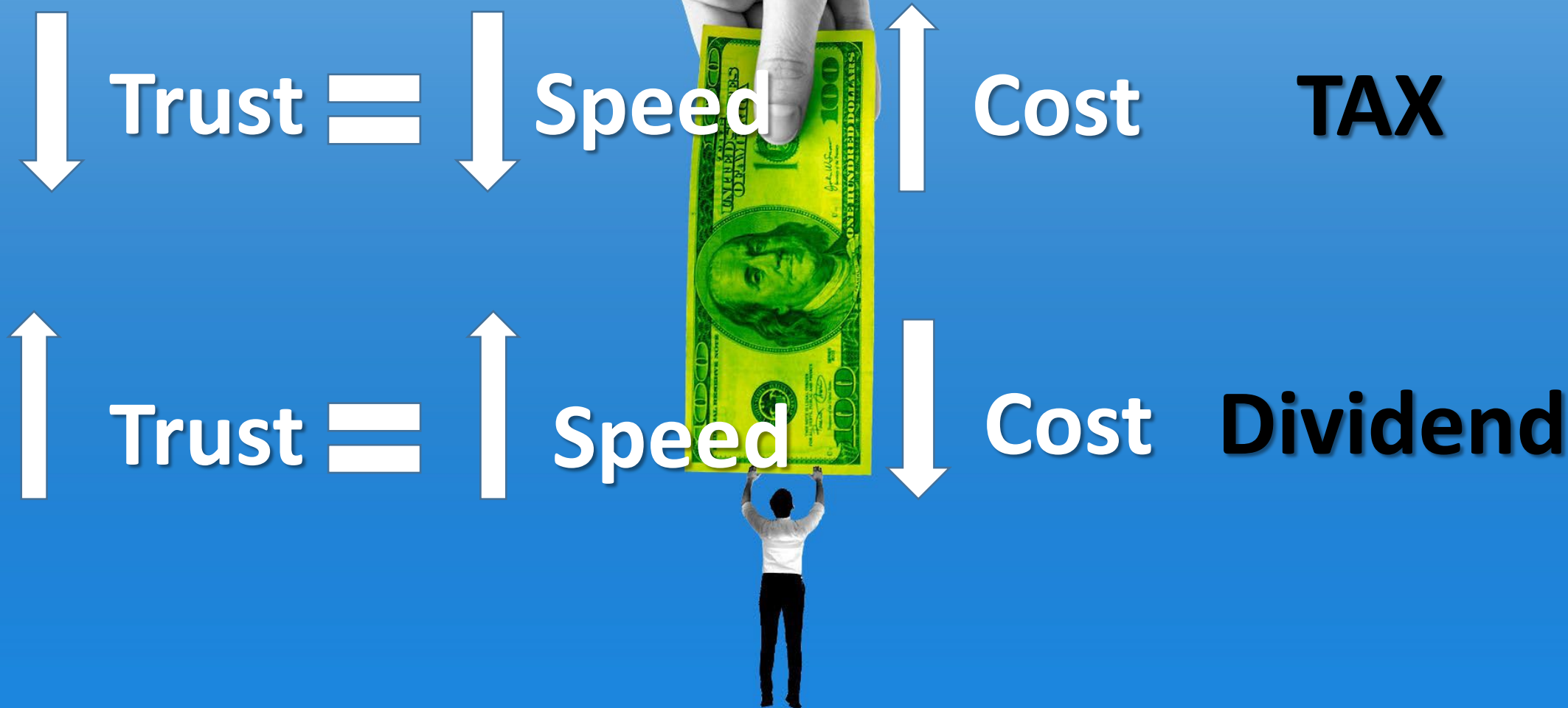
**COO of Success Education Colleges**

# What is Trust?



- “Simply put, **Trust** is Confidence.”
- The opposite of Trust is **Suspicion**
- Jack Welch, Former CEO of General Electric on Trust:
  - “You know it when you feel it.”

# The Economics of Trust



# Trust as a Force Multiplier



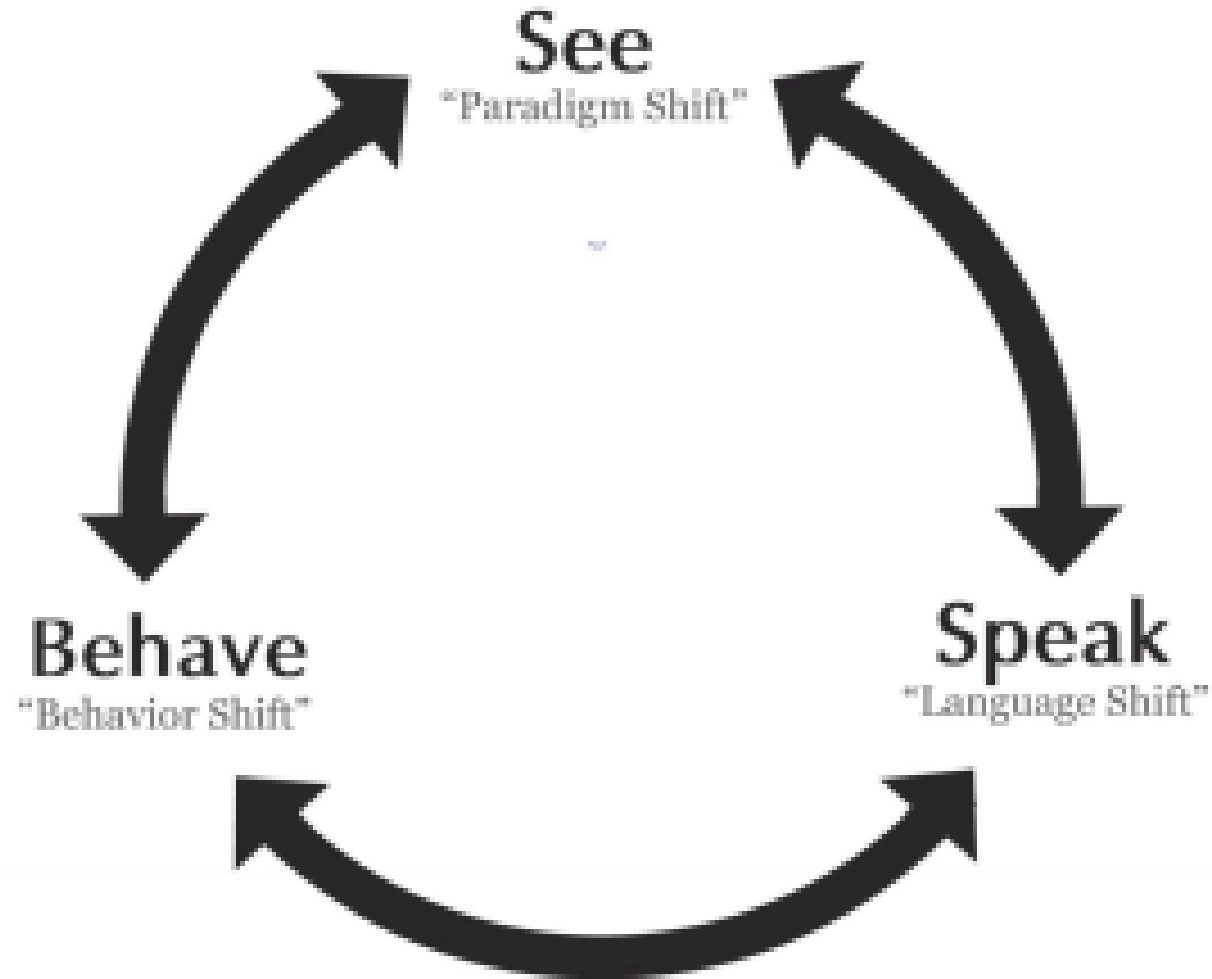
Traditional Business Formula:  
 $\text{Strategy} \times \text{Execution} = \text{Results}$

The Hidden Variable:  
 $(\text{Strategy} \times \text{Execution}) \text{ **Trust** } = \text{Results}$

# The 5 WAVES OF TRUST



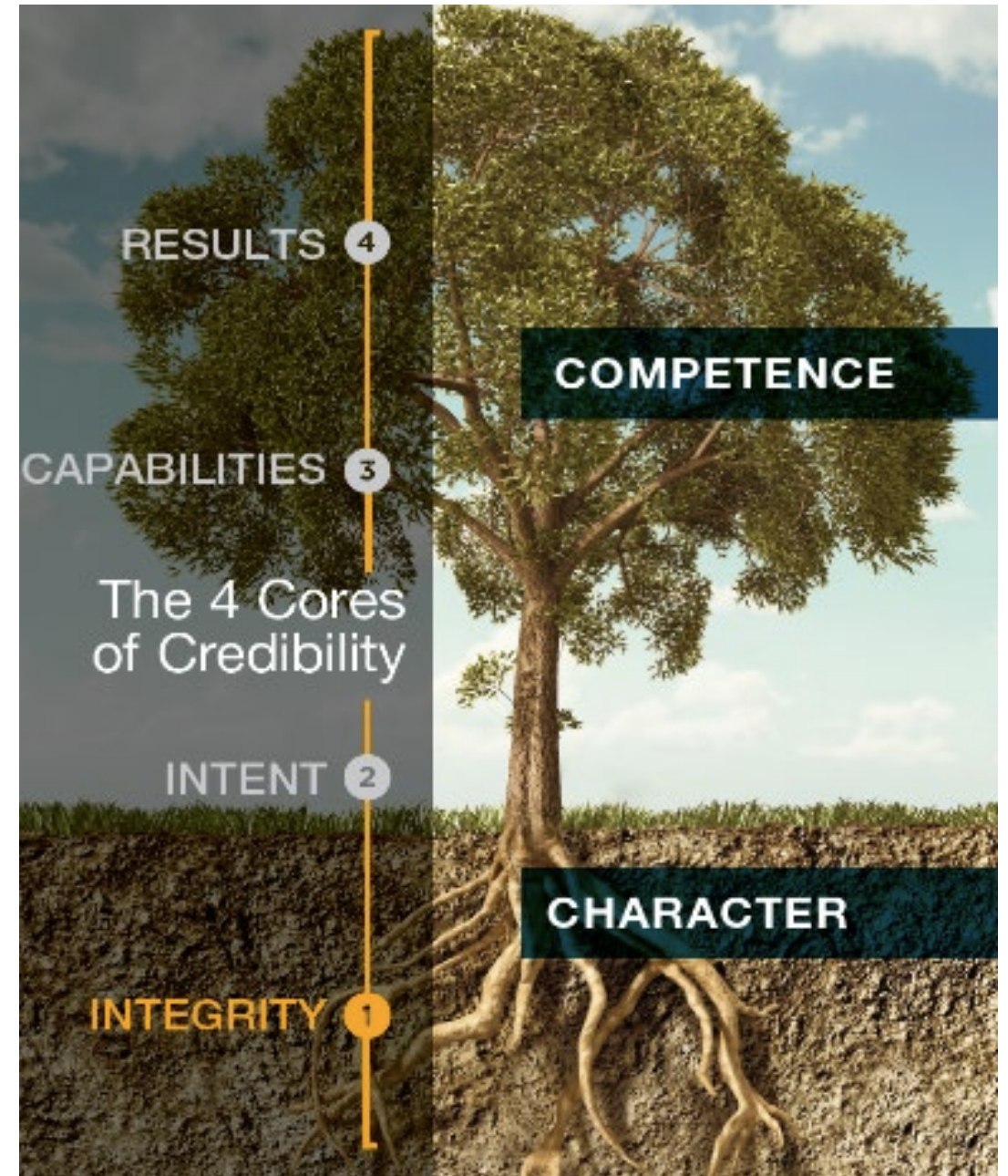
# The 3 Dimensions of Establishing Trust





# 4 Cores of Credibility

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



# Extending Smart Trust



Relationship Trust



# The 13 Behaviors of High Trust Leaders

## CHARACTER

1. Talk Straight
2. Demonstrate Respect
3. Create Transparency
4. Right Wrongs
5. Show Loyalty

## COMPETENCE

1. Deliver Results
2. Get Better
3. Confront Reality
4. Clarify Expectations
5. Practice Accountability

## CHARACTER & COMPETENCE

1. Listen First
2. Keep Commitments
3. Extend Trust