



Leading at the *Speed of Trust*[®]

Trust: A tangible and measurable performance multiplier.



Trust is today's currency—and everything a leader says and does affects the level of trust in their team.

When trust is low, people become suspicious, guard communication, speculate, and disengage. As a result, productivity grinds to a crawl, and costs increase. We call these trust taxes.

When trust is high, people become confident, and communication, creativity, and engagement improve. As a result, productivity speeds up, and costs decrease. We call these trust dividends.

Leading at the *Speed of Trust*[®] helps leaders strengthen their trust signals to convert trust taxes into trust dividends and propel their team further, faster.

Employees who trust their leaders are
61%
more likely to stay.*

Colleagues working in a high-trust group experience
90%
more joy.†

Organizations with the highest levels of trust have
360%
more revenue growth.‡

Challenge	Solution
Remote or hybrid employees don't feel trusted by their leader, so they disengage.	High trust leaders amplify confidence for others as they intentionally model a combination of the 4 Cores of Credibility and the 13 Behaviors [®] of High Trust, creating a culture of connection and belonging.
There's a lack of communication and collaboration within intact or cross-functional teams.	High-trust leaders are clear about their desires and intentionally "Create Transparency" and "Talk Truthfully" to strengthen relationships, create open dialogue, and increase productivity.
There's a lack of psychological safety within the team.	High-trust leaders have open and fully honest communication leveraging the 4 Cores of Credibility—especially integrity and intent—while skillfully modeling the 13 Behaviors of High Trust.

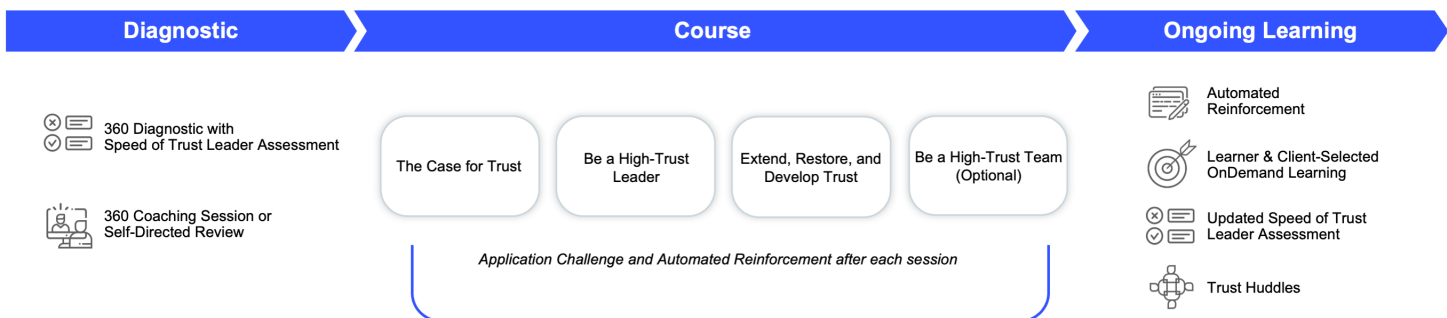
Session	Participants will be able to:
The Case for Trust	<ul style="list-style-type: none"> “See” and measure the impact of trust on speed and cost of work to convert trust taxes into trust dividends. Understand that credibility and behavior are always connected to be a model of high-trust.
Be a High-Trust Leader	<ul style="list-style-type: none"> Discover evidence of high- and low- personal trust through the <i>Speed of Trust</i> Leader Assessment. Model personal credibility, demonstrate high-trust behaviors, and avoid counterfeit behaviors to generate trust dividends.
Extend, Restore, and Develop Trust	<ul style="list-style-type: none"> Prepare for and structure conversations that extend, restore, and develop trust in relationships.
Be a High-Trust Team (Optional for intact teams.)	<ul style="list-style-type: none"> Discover evidence of high- and low-team trust through the <i>Speed of Trust</i> Team Assessment. Model credibility and demonstrate high-trust behaviors as a collective team.

Delivery Options

Leading at the *Speed of Trust* consists of three sessions and is available in multiple learning modalities, each includes reinforcement microlearning. An optional fourth session is available Live In-Person or Live-Online for intact teams who have completed a *Speed of Trust* course.

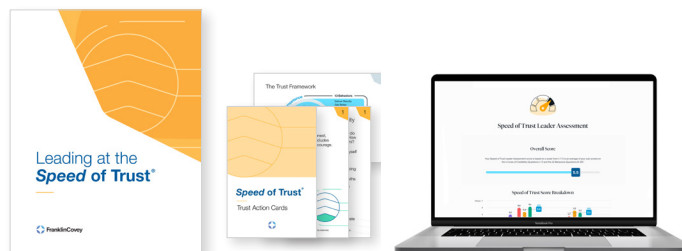
Live In-Person	Live-Online	On Demand
Three 120-minute sessions (Optional fourth session for intact teams.)	Three 90-minute sessions (Optional fourth session for intact teams.)	Three 30-minute modules

Example Impact Journey



Product Components

- Participant Guide
- Speed of Trust* Cards
- Speed of Trust* Leader Assessment



The FranklinCovey All Access Pass® allows you to expand your reach, achieve your business objectives, and sustainably impact performance. It provides access to a vast library of FranklinCovey content, including assessments, training courses, tools, and resources available Live In-Person, Live-Online, and On Demand. For more information, contact your FranklinCovey client partner, visit franklincovey.com, or call 01295 274 100.

* Khoury, Ghassan, and Steve Crabtree. "Are Businesses Worldwide Suffering From a Trust Crisis?" *The Real Future of Work: The Trust Issue* 3. (February 6, 2019) Gallup. †Johannsen, Rebecca, and Paul J. Zak. "The Neuroscience of Organizational Trust and Business Performance: Findings from United States Working Adults and an Intervention at an Online Retailer." *Frontiers in Psychology* 11 (January 11, 2021). ‡ Bush, Michael C., and Dan Ariely. Essay. In *A Great Place to Work for All: Better for Business, Better for People, Better for the World*, 58–60. Oakland, CA: Berrett-Koehler Publishers, 2018.