CONTENTS

FOREWORD by Dr. Stephen R. Covey	XXIII
THE ONE THING THAT CHANGES EVERYTHING How trust affects the trajectory and outcome of our lives— both personally and professionally—and what we can do to change it.	1
Nothing Is as Fast as the Speed of Trust	3
You Can Do Something About This!	27
THE FIRST WAVE—SELF TRUST THE PRINCIPLE OF CREDIBILITY Beyond "ethics": Why personal credibility is the foundation of all trust and how to create it.	41
The 4 Cores of Credibility	43
Core 1—Integrity Are You Congruent?	59
Core 2—Intent What's Your Agenda?	73
Core 3—Capabilities Are You Relevant?	91
Core 4—Results What's Your Track Record?	109
THE SECOND WAVE—RELATIONSHIP TRUST THE PRINCIPLE OF BEHAVIOR	125
How to behave yourself out of problems you've behaved yourself into.	
The 13 Behaviors	127

Behavior #1: Talk Straight	136
Behavior #2: Demonstrate Respect	144
Behavior #3: Create Transparency	152
Behavior #4: Right Wrongs	158
Behavior #5: Show Loyalty	165
Behavior #6: Deliver Results	172
Behavior #7: Get Better	177
Behavior #8: Confront Reality	185
Behavior #9: Clarify Expectations	192
Behavior #10: Practice Accountability	200
Behavior #11: Listen First	208
Behavior #12: Keep Commitments	215
Behavior #13: Extend Trust	222
Creating an Action Plan	230
THE THIRD, FOURTH, AND FIFTH WAVES— STAKEHOLDER TRUST How to increase speed, lower cost, and maximize the influence of your organization.	233
The Third Wave—Organizational Trust The Principle of Alignment	236
The Fourth Wave—Market Trust The Principle of Reputation	261
The Fifth Wave—Societal Trust The Principle of Contribution	272
INSPIRING TRUST How to extend "Smart Trust," restore trust, and take the exponential leap of faith that makes all the difference and why not extending trust is the greatest risk of all.	285
Extending "Smart Trust"	287
Restoring Trust When It Has Been Lost	300
A Propensity to Trust	316
NOTES AND REFERENCES	325
INDEX	339