

Just what is this Trust Thing?



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TRUST



Our definition of trust is simple: It is both character (who you are) and competence (your strengths and the results you produce).

Trust is the enabling power of leadership influence.

**It is not soft, slow or easy. It can be both taught and learned.
It is a measurable, definable component of all leadership success.**

Source: CoveyLink on the web



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THE ECONOMICS OF TRUST

↓ Trust = ↓ Speed & ↑ Cost

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Source: The Speed of Trust, Stephen R. Covey



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