



SPEED OF **TRUST**

CEO ENDORSEMENTS

“*The Speed of Trust* is red-hot relevant. In an age of heightened business regulation and oversight, it is important to focus on fundamentals. And trust is the intangible asset that can help assure the long-term sustainability of any organization or enterprise. Thanks to Stephen M. R. Covey’s new book, you can be well on the way to enhancing your organization’s trust assets for years to come.”

– WILLIAM G. PARRETT, CEO, Deloitte Touche Tohmatsu;
Senior Partner, Deloitte & Touche USA LLP

“Trust strikes at the heart of our success at JetBlue. Trust is key to the speed of our growth. *The Speed of Trust* articulates better than any book that trust is the one thing that changes everything—in business and in life. With high trust, success comes faster, better and at lower cost.”

– DAVID NEELEMAN, Founder and CEO, JetBlue Airways

“Trust reduces transaction costs; it reduces the need for litigation and speeds commerce; it actually lubricates organizations and societies. At last someone is articulating its true value and presenting it as a core business competency.”

– MARILYN CARLSON NELSON, Chair and CEO, Carlson Companies

“Stephen M. R. Covey has done it! He has articulately zeroed in on the leadership challenge of the new millennium—the ability to cultivate and leverage trust. This is a ‘must read’ for all aspiring leaders.”

– DOUGLAS R. CONANT, President & CEO, Campbell Soup Company

“I believe Covey’s insights around trust are very revealing to all who think about the practice of leadership. Clearly, without Self Trust you can’t have Organizational Trust—and without the latter, no real achievement.”

– MICHAEL H. JORDAN, Chairman and CEO, EDS

“*The Speed of Trust* is a great find. It superbly achieves the goal of providing a road map to peak performance, both for individuals and organizations. But the true genius of the book is its universal relevance, as it combines a highly effective common-sense approach with frank guidance to enhance all relationships in life.”

– J.W. MARRIOTT, JR., Chairman and Chief Executive Officer, Marriott International, Inc.

“Lack of trust within an organization saps its energy, fosters a climate of suspicion and second guessing, and completely devastates teamwork, replacing it with internal politics. The end result is low morale and the consequent low standards of performance. Stephen M. R. Covey’s book is a timely reminder for leaders about what really matters in an organization.”

– KOH BOON HWEE, Chairman, DBS Bank Ltd.
(Former Chairman, Singapore Airlines)

“In life and business, relationships are important—but they are empty unless they are established and based upon trust. Trust is the fundamental building block for a brand, and it is the glue for any lasting relationship. It is amazing how Stephen M. R. Covey, in *The Speed of Trust*, establishes the essence of what trust is and how it can be established and kept. What a service to the business world and society as a whole!”

– HORST H. SCHULZE, President and CEO, The West Paces Hotel Group (Former Founding President and COO, The Ritz-Carlton Hotel Company)

“*The Speed of Trust* teaches a critical lesson: only organizations with a sterling level of trust garner a culture of true commitment vs. a whirlpool of wishful thinking through forced compliance. Covey powerfully articulates a clear road map for ordinary people like you and me to be capable of extraordinary things!”

– PETER BEAUDRAULT, President and CEO, Sbarro (Former President and CEO, Hard Rock Cafe International)

“*The Speed of Trust* clearly identifies trust as the source of speed in our direct relationships. 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.

“*Smart Trust* is an insightful and actionable guidebook for creating high-trust teams and cultures that spark innovation and growth. It teaches how to analyze both people and situations and to make ‘smart’ decisions by managing risk and optimizing possibilities. Those aspiring to influence people, enhance performance, and increase innovation will want to read this insightful book and master its principles.”

– CLAYTON M. CHRISTENSEN, professor, Harvard Business School, and author of *The Innovator’s Dilemma*

“Trust is a critical component for any organization looking to improve productivity and accelerate growth, and no one understands this as well as FranklinCovey. Their approach helps companies move faster, make better decisions, and deliver quality to customers; it can also help transform a corporate culture.”

– RANDALL STEPHENSON, Chairman, President, and CEO, AT&T

“Trust is the most fundamental currency of business, and it has long been one of P&G’s five core values. Without public trust in our company and our brands, and without internal trust in one another as colleagues and partners, we have no business. It’s that simple. But with trust, we have unlimited opportunities to collaborate, to grow, and to fulfill our purpose as a company. The job of every leader at every level is to cultivate and protect trust, but this is especially challenging in a distrustful world. FranklinCovey shows the way; it is both a mind-set and a toolbox for twenty-first-century leadership. I recommend it highly.”

– ROBERT A. McDONALD, Chairman, President and CEO, Procter & Gamble Company

“I believe Covey’s insights around trust are very revealing to all who think about the practice of leadership. Clearly, without Self Trust you can’t have Organizational Trust—and without the latter, no real achievement.”

– MICHAEL H. JORDAN, Chairman and CEO, EDS

“We have employed *The Speed of Trust* in our entire culture. My team is now a different team. It’s the most exciting change in the culture I’ve seen in the twenty-eight years that I’ve been at PepsiCo, with most of those years at Frito-Lay. There’s a buzz in this building. The team works as a team better than we’ve ever done before. Our recent profit growth was the best in the last ten years in the worst economic climate in ten years—I credit the Speed of Trust for our breakthrough performance.”

– AL CAREY, President and CEO, Frito-Lay, North America

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– HORST H. SCHULZE, President & CEO, The West Paces Hotel Group (Former Founding President and COO, The Ritz-Carlton Hotel Company)

“At a time when confidence in business, government, and other institutions is at an all-time low, leaders must be committed to building and maintaining trust. *Smart Trust* offers powerful examples of how visionary leaders in all fields have understood and addressed the challenges of sustaining trusting relationships—and realized the unique benefits they confer.”

– JAMES QUIGLEY, CEO, Deloitte Touche Tomatsu

“When Lenovo acquired IBM PC, we quickly realized that our biggest challenges would not be in technology, supply chain, or even organizational structure. Our biggest challenge was in building trust among our teams, with our customers and partners, and with key influencers around the world. We partnered with Stephen M. R. Covey to help us build trust and turn this challenge into an advantage. His ideas worked then—and they are even more relevant and important today as we grow globally. Global businesses must view trust as a top strategic priority. A company can have an innovative spirit, great products, a strong strategy, and an efficient business model. But only by creating, embracing, and leveraging the concept of trust can a company truly thrive on the global landscape.”

– YANG YUANQING, CEO, Lenovo