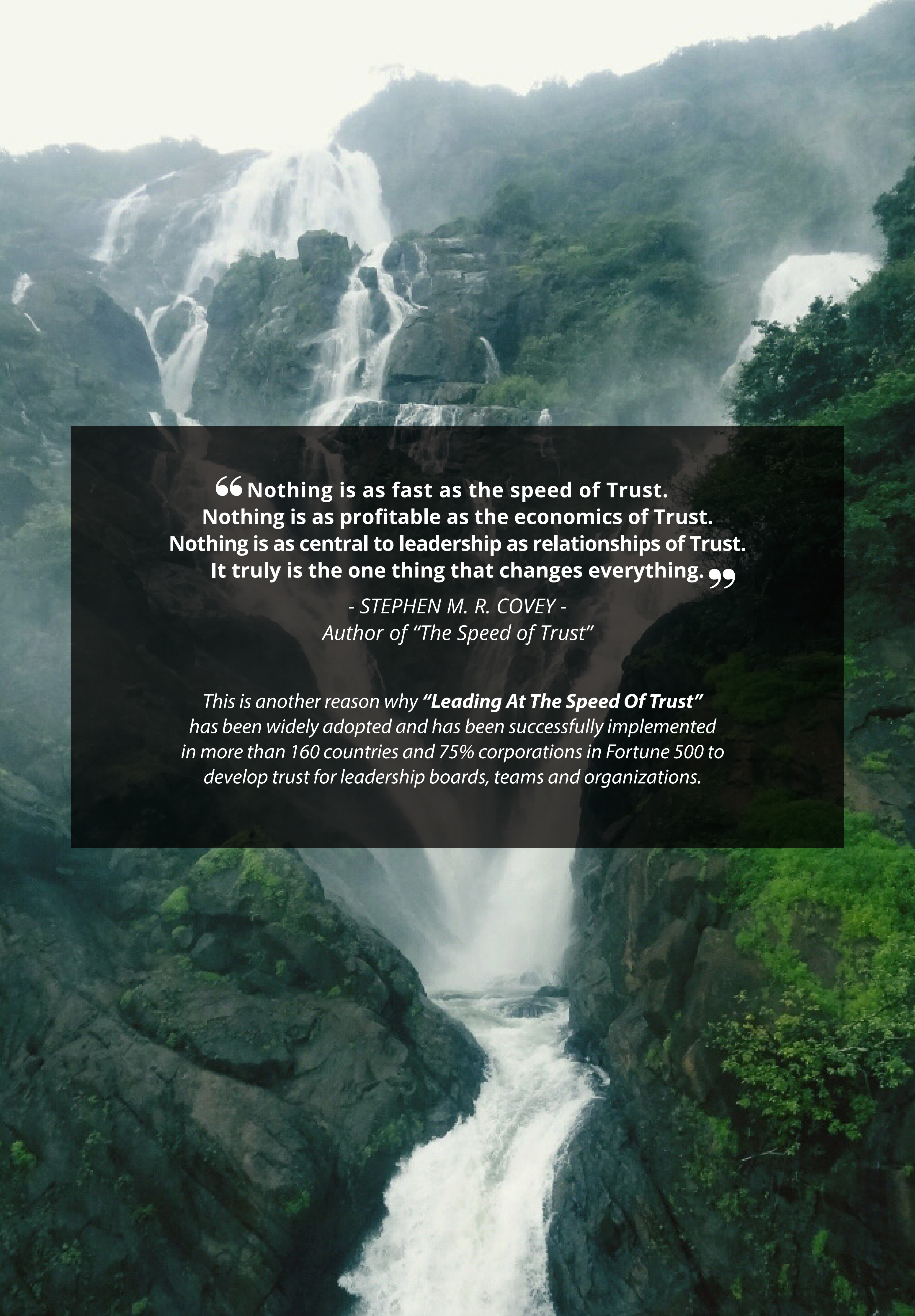
THE TRUST CRISIS:
What do leaders do now?

Leading at the SPEED OF TRUST®

This program *aims to provide participants* with high-leverage *Mindset, Skillset and Toolset* to create ***"High-Trust Culture"*** and transform High-Trust Culture into ***"Trusted Brand"*** for oneself and for the organization.

FranklinCovey



**“Nothing is as fast as the speed of Trust.
Nothing is as profitable as the economics of Trust.
Nothing is as central to leadership as relationships of Trust.
It truly is the one thing that changes everything.”**

- STEPHEN M. R. COVEY -
Author of “The Speed of Trust”

*This is another reason why **“Leading At The Speed Of Trust”** has been widely adopted and has been successfully implemented in more than 160 countries and 75% corporations in Fortune 500 to develop trust for leadership boards, teams and organizations.*

BUILDING
HIGH-TRUST CULTURE
AND TRUSTED BRAND BY
"THE SPEED OF TRUST"

Leading at the SPEED OF TRUST®

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*Any businessman aspires to build a trusted brand for their products and organizations. However, developing from a **well-known brand** to a **trusted brand** poses enormous challenges.*

***"The Speed of Trust"** is one of the best books and one of **the best methodologies to build a trusted brand for organizations** that I have ever known.*

This methodology points out that in order to have a Trusted Brand, we need a Trusted Organization (or an organization with High-Trust Culture); to have a Trusted Organization, we need Trusted Teams; and to have a Trusted Team, we need Trusted People.

A person who wants to be trusted by others, first and foremost, must have Self-Trust. If one has no confidence in oneself, they will never earn trust from others. In contrast, when we have Self-Trust (namely characters and beliefs), we will undoubtedly be trusted.

*Therefore, a Trusted Brand results from Trusted People, Trusted Teams and a Trusted Organization. In other words, **the journey from Self-Trust to a Trusted Brand** is the best and the most effective and sustainable **methodology of branding** for any organizations.*

In light of this unique methodology, building a Trusted Brand is not merely the job of Marketing Director or Board of Directors as it is often considered. It is indeed the responsibility of every member in an organization.

*The greatest assets of an organization are **Trusted Brands** and **Trusted People**. "High-Trust" not only is a brand, an asset, a culture but also creates financial growth or cost for an organization. Because once a brand is trusted, revenue will increase and cost be reduced, which leads to a fast and sustainable growth for any company.*

Dr. GIAN TU TRUNG

*Author of **"Dung Viec / In Search of the Truth"***
Founder & Chairman of PACE Institute of Management

THE TRUST CRISIS:
What do leaders do now?

The Trust Crisis is real. For reference, the 2018 Edelman Trust Barometer reveals that Trust has suffered the largest-ever-recorded drop in the survey's history among the general population.

So what do leaders do in this age of Trust Crisis?

For business, today's global marketplace puts a premium on true collaboration, teaming, relationships, partnering, and all these interdependencies require Trust. Partnerships based on **Trust** outperform partnerships based on contracts. Compliance does not foster innovation, Trust does!

Trust is built from the inside out. Whatever Trust we are able to create in our organizations or in the marketplace is a result of the credibility we first create in ourselves, in our relationships, in our organizations, in our markets, and in society.

In issue after issue, the data is clear: high-trust organizations outperform low-trust organizations. Total return to shareholders in high-trust organizations is almost three times higher than the return in low-trust organizations. So we assert that **Trust is a key competency of all organizations.**

Trust is the one thing that affects everything else you're doing. It's a performance multiplier which takes your trajectory upwards, for every activity you engage in, from strategy to execution.

Unfortunately, the climate we are in now is hurting this Trust. The distrust we see all around is suspicion, a response to the corporate scandals and vicious downward cycles of cynicism. Executives need to understand the economic benefits of this Trust dividend, especially when the behavior is real, not artificially or superficially created as PR to manipulate Trust.

Leaders must lead in creating Trust and the job of the leader is to go first. Someone needs to go first, and that's what leaders do - leaders go first.

"Leading at the Speed of Trust 3.0" is one of the most effective approach to build a High-Trust Culture and a Trusted Brand. This solution helps leaders understand how Trust works, how to measure it, how to establish it, grow it, extend it, and sustain it – with all stakeholders to successfully execute a business strategy.

The scientific and practical features of "The Speed of Trust" solution are the key to make this training program become the optimal solution for leaders, especially in the context of Trust crisis. This powerful solution has been widely applied in more than 160 countries in the world.

*Five **"Waves of Trust"** Model from **"The Speed of Trust"***

TARGET PARTICIPANTS

The program is designed for leaders at all levels who aspire to build a *High-Trust Culture* and a *Trusted Brand* for their organization.

PROGRAM OBJECTIVES

The training program aims to provide participants with high-leverage Mindset, Skillset and Toolset to create High-Trust Culture and transform High-Trust Culture into Trusted Brand.

DELIVERY OPTIONS

This program can be delivered in either of the following options:

- **Public Workshop:** A special learning experience for individuals or groups from different organizations. Workshops are offered on a fixed schedule and at a suitable venue by FranklinCovey Vietnam.
- **In-house Workshop:** Exclusive training for your organization with standard content (Standard Program). Or exclusive training for your organization with tailored content to fit your needs (Customized Program).

DURATION & LANGUAGE

- **Duration**: 2-day work sessions.
- **Language:** English or Vietnamese.

“The ability to develop, restore and extend Trust with all stakeholders is the key leadership competency of the global economy.”

– STEPHEN M. R. COVEY
Author of “The Speed of Trust”

“THE SPEED OF TRUST” LEARNING MAP

Instead of just attending a **Leading at the Speed of Trust 3.0** work session, leaders learn to apply and sustain a new language and set of behaviors to real work long after they leave the work session. They receive powerful tools and processes to sustain learning, helping leaders engage their teams in a completely different way to be more committed and accountable to results.

PREPARE	LEARN AND PRACTICE	APPLY AND SUSTAIN
tQ 360º Assessment	The *Speed of Trust* work session	· Leader Accountability Plan · Weekly Trust Huddle · *Speed of Trust* Action Cards · *Speed of Trust* Talks · Peer Accountability Process

PARTICIPANT KIT

- Participant Guidebook
- *Speed of Trust* Action Cards
- Weekly Trust Huddle Guide
- *The Speed of Trust* Book
- tQ 360º Assessment

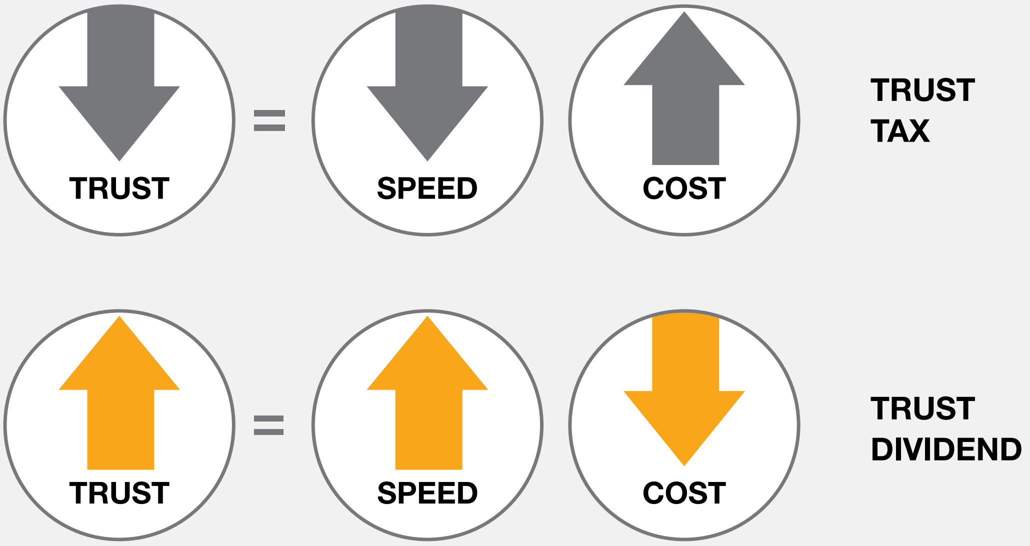
CONTENT

SECTION	PARTICIPANTS WILL BE ABLE TO
THE CASE FOR TRUST	• Quantify the specific "Trust Taxes" that are affecting their current projects and initiatives. • Identify the behaviors that slow speed and increase costs in their work environment. • Learn the three dimensions of creating trust. • Create a customized plan to close the trust gaps that are impacting their team.
SELF TRUST THE PRINCIPLE OF CREDIBILITY	• Take responsibility for increasing their own personal credibility, and model trust through character and competence. • Clarify the specific reasons they can be trusted. • Practice the critical leadership skill of declaring intent. • Create an action plan to increase personal credibility.
RELATIONSHIP TRUST THE PRINCIPLE OF BEHAVIOR	• Identify the Counterfeit Behaviors that create low trust. • Practice the 13 Behaviors that are foundational to every high-trust culture. • Practice key conversations to build trust with new and existing employees (Develop Trust Talk); and repair trust when it has been lost (Restore Trust Talk). • Learn how to engage disengaged employees by practicing the defining skill that turns good managers into great leaders. • Know how to extend Smart Trust when there is risk. • Create an action plan to increase trust in key relationships.
ORGANIZATIONAL TRUST THE PRINCIPLE OF ALIGNMENT	• Identify the symbols of trust that affect speed and cost in the organization they lead. • Define actions to improve their team's weakest systems and processes. • Implement an engaging process that will help them create and lead a committed, high-performing team that is accountable for results. • Create a plan to increase trust within their organization.
MARKET TRUST THE PRINCIPLE OF REPUTATION	• Assess the reputation of their team from the perspective of their most critical stakeholder. • Focus on the skill of cross-team collaboration. • Create action plans to increase their team's credibility.
SOCIETAL TRUST THE PRINCIPLE OF CONTRIBUTION	• Understand how their personal credibility and the team they lead affects their larger organization and community. • Complete the Leader Accountability Plan to integrate learning and application into their real work after the session.

Leading at the SPEED OF TRUST®

TRUST IS A MEASURABLE ECONOMIC DRIVER

Trust is more than a nice-to-have, soft, social virtue, it is a hard-edged economic driver. Trust - more than Euros, Yen, or dollars - is the currency of the new, global economy. High Trust increases speed and reduces cost in all relationships, interactions, and transactions. High Trust also increases value - value to shareholders and value to customers. The data supporting this is compelling. In a Watson Wyatt study, high-trust organizations outperformed low-trust organizations in total return to shareholders by 286 percent. High-trust organizations also consistently create and deliver more value to their customers through - accelerated growth, enhanced innovation, improved collaboration, stronger partnering, better execution, and heightened loyalty. This customer value, in turn, creates more value for other key stakeholders. Look at what's happening in our financial markets today, where there's a crisis of Trust at its core. In reality, Trust not only makes the markets work - Trust makes the world go 'round. Take away Trust, and everything grinds to a halt.



Trust is an economic driver and always impacts two measurable outcomes: Speed and Cost.

ENDORSEMENTS

"Trust is the most fundamental currency of business, and it has long been one of P&G's five core values. Without Trust 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. 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

"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. 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 Speed of Trust breakthrough performance."

- **AL CAREY**
Former CEO, Frito-Lay

"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 FranklinCovey to help us build Trust and turn this challenge into an advantage. 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."

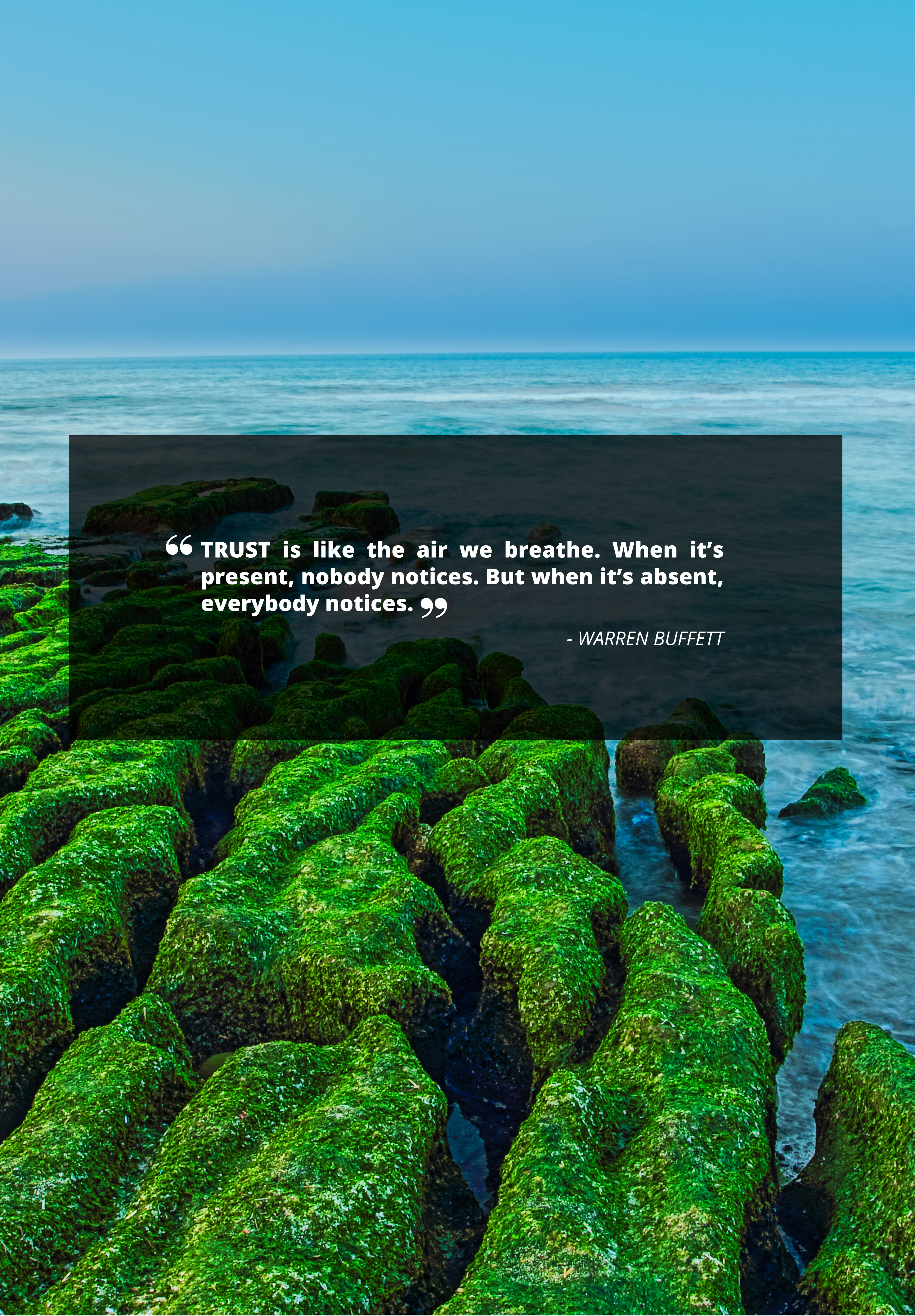
- **YANG YUANQING**
CEO, Lenovo

"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

"Our organization is embracing the Speed of Trust throughout the Americas. In fact, it is one of the most highly sought out and enjoyed courses that Nissan has offered."

- **CARLOS TAVARES**
Former EVP, Nissan


“TRUST is like the air we breathe. When it’s present, nobody notices. But when it’s absent, everybody notices.”
- WARREN BUFFETT

FranklinCovey

FranklinCovey is the world leader in leadership development and cultural transformation with life-changing & timeless contents and impactful way of learning.

With the mission *"We Enable Greatness in People and Organizations Everywhere"*, FranklinCovey has been helping organizations develop exceptional leaders and winning cultures through training, consulting, and coaching. We are serving clients in more than 160 countries, including 75% of The Fortune 500.

FranklinCovey Vietnam (a member of PACE) is an Exclusive Partner of FranklinCovey in Vietnam.

*Our vision is to profoundly impact the way **billions of people throughout the world** live, **work, and achieve their own great purposes.***

OUR SIGNATURE SOLUTIONS

The solutions are built on universal values and principles, helping leaders at all levels develop leadership capabilities and transform their own cultures.

- The 7 Habits of Highly Effective People®
- Leading at the SPEED OF TRUST
- The 4 Essential Roles of LEADERSHIP™ — Transforms Good Leaders into Great Leaders
- THE 6 CRITICAL PRACTICES FOR LEADING A TEAM™
- LIZ WISEMAN'S MULTIPLIERS® — HOW THE BEST LEADERS IGNITE EVERYONE'S INTELLIGENCE
- Inclusive LEADERSHIP
- CHANGE — How to Turn Uncertainty Into Opportunity
- THE 5 CHOICES™ to extraordinary productivity
- PROJECT MANAGEMENT FOR THE UNOFFICIAL PROJECT MANAGER™
- LEADING CUSTOMER LOYALTY™
- UNCONSCIOUS BIAS™
- The 4 Disciplines of Execution®

DEVELOP YOUR LEADERS | ENGAGE YOUR PEOPLE | BUILD A WINNING CULTURE | EXECUTE YOUR STRATEGY

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