

Book Synopsis on
“Speed of Trust”
‘The One Thing That Changes Everything’

by Stephen M.R. Covey

(Synopsis by Gary Tomlinson)
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Perhaps you’ve heard the French proverb “Fish discover water last.” But have you ever really thought about what it means?

For fish, water simply is. It’s their environment. It surrounds them. They are so immersed in its presence they’re unaware of its existence – until it becomes polluted or nonexistent. Then, the immediate and dramatic consequence makes it quickly apparent that quality water is absolutely essential for their well-being. Without it, the fish will die.

In a similar way, we as human beings discover trust last. Trust is an integral part of the fabric of our society. We depend on it. We take it for granted – unless it becomes polluted or destroyed. Then we come to the stark realization that trust may well be as vital to our own well-being as water is to fish. Without trust, society closes down and will ultimately self-destruct.

We know that trust is vitally important, but there’s a myth that says trust is “soft,” that we really can’t define it, quantify it, or measure it. In his book *The Speed of Trust – The One Thing That Changes Everything*, Covey says the exact opposite is true. Trust is hard. It’s real. It’s quantifiable. It’s measurable. In every instance, it affects both speed and cost, and speed and cost can be measured and quantified.

Most of us tend to think about trust in terms of character – of being a good or sincere person or of having ethics or integrity. And character is absolutely foundational and essential. But Covey says that trust is a function of two things: character and competence. Character includes your integrity, your motive, and your intent with people. Competence includes your capabilities, your skills, your results, and your track record. And both are vital. Both are absolutely necessary. From the family room to the boardroom, you can look at any leadership failure, and it’s always a failure of one or the other.

The purpose of Covey’s book is to enable you to *see*, *speak*, and *behave* in ways that establish trust, and all three dimensions are vital. His book will give you a pair of “trust glasses” so that you’ll be able to *see* trust in an entirely different and exciting way – a way that will open your eyes to the possibilities and enable you to increase trust and the dividends of trust on every level.

It will also give you a language to *speak* about trust. Sometimes you know that you don't trust someone or that someone doesn't trust you, but you can't explain why and don't know how to improve the situation. This book will enable you to name the underlying issues involved, and it will give you the language to describe those issues and to talk about and resolve them.

Finally, this book will help you develop the *behaviors* that establish and grow trust. Covey outlines 13 Behaviors of trust-inspiring leaders, such as demonstrating respect, creating transparency, righting wrongs, delivering results, clarifying expectations and practicing accountability.

There's no getting around the fact that in today's "flat," global economy, trust is essential to prosperity. In our personal and family relationships, trust is essential to satisfaction and joy. *The Speed of Trust* begins within each of us personally, continues into our relationships, expands into our marketplace relationships, and ultimately encompasses our global society at large. Covey presents a road map to establish trust on every level, build character and competence, enhance credibility, and create leadership that inspires confidence.

Covey convincingly makes the case that trust is a measurable accelerator to performance and that when trust goes up, speed also goes up while cost comes down, producing what Covey calls a "trust dividend." His book will convince you that nothing is as fast as the speed of trust. Nothing is as relevant as the pervasive impact of trust. And the dividends of trust can significantly enhance the quality of every relationship on every level of your life.

Enjoy this month's selection, *The Speed of Trust – The One Thing That Changes Everything* and share it with others in your life because as Alvin Toffler says; "*The illiterate of the 21st Century will not be those who cannot read or write, but those who cannot learn, unlearn, and relearn.*"