

Covey, S. M. R. (2006). *The Speed of Trust: The One Thing That Changes Everything*. New York: Free Press.

- “The purpose of this book is to enable you to *see, speak, and behave* in ways that establish trust, and all three dimensions are vital.” p. 38
- The “trust tax” and the “trust dividend.”

### The Four Cores: (p. 54, 55)

- Your Integrity (Character)
- Your Intent (Character)
- Your Capabilities (Competence)
- Your Results (Competence)

### The 13 Behaviors

1. Talk Straight
2. Demonstrate Respect
3. Create Transparency
4. Right Wrongs
5. Show Loyalty
6. Deliver Results
7. Get Better
8. Confront Realty
9. Clarify Expectations
10. Practice Accountability
11. Listen First
12. Keep Commitments
13. Extend Trust