



# Working at the *Speed of Trust*<sup>®</sup>

Trust: A tangible and measurable performance multiplier.



To the untrained eye, trust is hidden. But individuals can learn to “see” trust and its measurable impact, which allows them to build credibility, strengthen relationships, and work collaboratively to deliver essential results.

When trust is low, people become suspicious, guard communication, speculate, and disengage. As a result, productivity grinds to a crawl, and the costs—whether social, emotional, or financial—increase. We call these trust taxes.

When trust is high, people become confident and communication, creativity, and engagement improve. As a result, productivity speeds up and costs decrease. We call these trust dividends.

Working at the *Speed of Trust*<sup>®</sup> helps individual contributors strengthen their trust signals in every relationship to convert trust taxes into trust dividends and propel themselves and their team further, faster.

Colleagues working  
in a high-trust group  
experience

**90%**  
more joy.\*

Challenge	Solution
Low or no trust between team members in remote or hybrid environments.	High-trust contributors make meaningful connections through intentional conversations that extend, restore, and develop trust with others—increasing safety, communication, and collaboration with other team members and leaders.
Lack of communication and collaboration within intact or cross-functional teams.	High-trust contributors intentionally “Create Transparency” and “Talk Truthfully” to strengthen relationships and increase productivity.
Lack of psychological safety in the team.	High-trust contributors have open and fully-honest communication that leverages the 4 Cores of Credibility—especially integrity and intent—while skillfully modeling the 13 Behaviors <sup>®</sup> of High Trust to create a safer environment.

Session	Participants will be able to:
<b>The Case for Trust</b>	<ul style="list-style-type: none"> <li>• “See” the impact of trust on speed and cost of work to convert trust taxes into trust dividends.</li> <li>• Understand that credibility and behaviors are always connected for individuals to model high-trust.</li> </ul>
<b>Be a High-Trust Contributor</b>	<ul style="list-style-type: none"> <li>• Model personal credibility, demonstrate high-trust behaviors, and avoid counterfeit behaviors to build trust with others.</li> </ul>
<b>Extend, Restore, and Develop Trust</b>	<ul style="list-style-type: none"> <li>• Prepare for and structure conversations that extend, restore, and develop trust in relationships.</li> </ul>
<b>Be a High-Trust Team</b> (Optional for intact teams)	<ul style="list-style-type: none"> <li>• Discover evidence of high- and low- team trust through the Speed of Trust Team Assessment.</li> <li>• Model credibility and demonstrate high-trust behaviors as a collective team.</li> </ul>

### Delivery Options

Leading at the *Speed of Trust* consists of three sessions and is available in multiple learning modalities, each includes reinforcement microlearning. An optional fourth session is available Live In-Person or Live-Online for intact teams who have completed a *Speed of Trust* course.

Live In-Person	Live-Online	On Demand
Three 120-minute sessions (Optional fourth session for intact teams.)	Three 90-minute sessions (Optional fourth session for intact teams.)	Three 30-minute modules

### Example Impact Journey



### Product Components

- Participant Guide
- *Speed of Trust* Cards



The FranklinCovey All Access Pass® allows you to expand your reach, achieve your business objectives, and sustainably impact performance. It provides access to a vast library of FranklinCovey content, including assessments, training courses, tools, and resources available Live In-Person, Live-Online, and On Demand. For more information, contact your FranklinCovey client partner, visit [franklincovey.com](http://franklincovey.com), or call 888-868-1776.

\* Johannsen, Rebecca, and Paul J. Zak. "The Neuroscience of Organizational Trust and Business Performance: Findings from United States Working Adults and an Intervention at an Online Retailer." *Frontiers in Psychology* 11 (January 11, 2021).