

SMART TRUST

Creating Prosperity, Energy, and Joy in a Low-Trust World

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MAIN IDEA

Trust lubricates the wheels of commerce. If you trust someone, it's so much easier to get more things done because you can maximize possibilities while at the same time minimizing risks. The problem, however, has always been how do you operate in this more productive high trust mode in a low trust world? The answer is "Smart Trust."

Smart Trust is where you make a deliberate judgment decision to extend trust to the other party you're dealing with. It requires both a high propensity to trust other people and an equally high amount of analysis which shows they are in fact worthy of your trust. Smart Trust is a judgment call you make to inject trust into a business relationship. It's a viable way to gain the benefits of high-trust relationships when operating in what is predominantly a low-trust world.

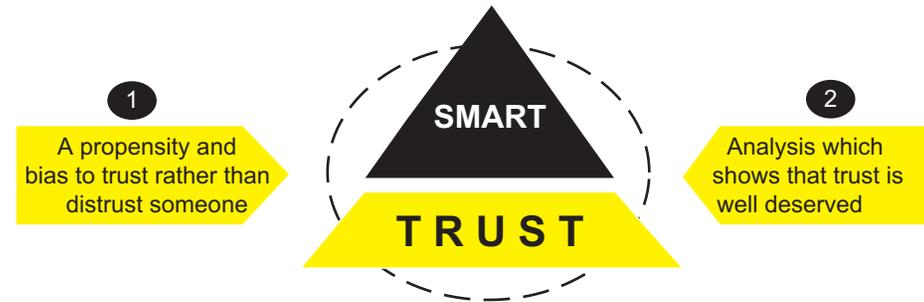
"Bottom line, Smart Trust is the ability to extend trust wisely in a world that seems to be saying you can't trust anyone, and it leads to a virtuous upward cycle of prosperity, energy, and joy. With the thousands of examples we have seen around the globe, we can declare with confidence that even in the midst of today's crisis of trust, there truly is a simultaneous renaissance of trust, and Smart Trust is a supremely powerful generator, enabler and enhancer of these three critical outcomes. We also affirm that it is a leader's job to go first. Whether you are a leader in your company, your team, your industry, your nation, your family, your classroom, your community, or even a personal relationship, you have the opportunity to proactively lead out in being trustworthy and in extending Smart Trust to others. And even if you've been burned or even if you've done things (or your predecessor has done things) that have lost trust for you or your organization in the past, the sooner you lead out in building or rebuilding trust, the sooner you can experience the tremendous benefits of trust in your life."

– Stephen Covey and Greg Link

1. What is Smart Trust and Why Does It Matter? Page 2

Smart Trust is where you make a deliberate and conscious decision to trust someone else and act accordingly. Smart Trust requires that you optimize two key factors:

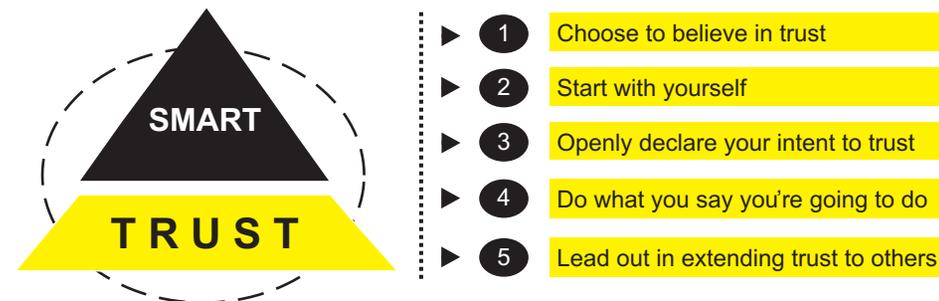
1. A propensity and inclination to trust other people.
2. Analysis that shows the other party is trustworthy.



In short, Smart Trust is how you can get all the benefits of trust while operating in a low-trust world.

2. The Five Actions Which Build Smart Trust Pages 3 - 7

There are five actions which organizations from all over the world use to gain the benefits of operating with Smart Trust:



3. How to Create Your Own Renaissance of Trust Page 8

What's needed today is a renaissance of trust and the best place for it to start is with you. Once begun, it's impossible to forecast how far it will go but Smart Trust works. The key to igniting a renaissance of trust is to lift where you personally and professionally stand – in your own personal life, in your career and in the way you interact with your teams and organizations.