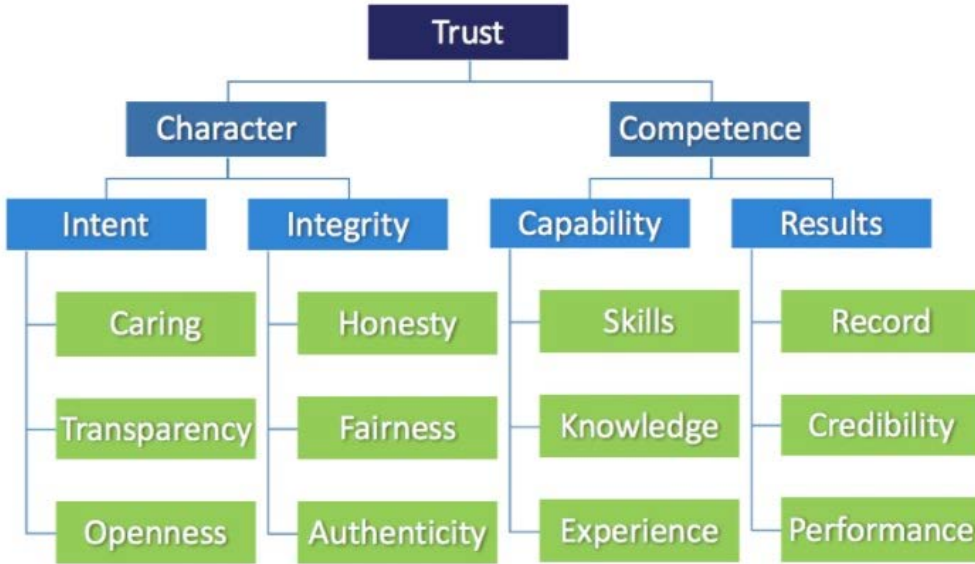# Stephen Covey's Trust Matrix
The Speed of Trust

The Trust Matrix above was created by Stephen M R Covey (with Rebecca R Merrill) and fully discussed in a bestselling book, '*Speed of Trust*: The One Thing That Changes *Everything*'.

Stephen claims "*TRUST is the new currency of our interdependent, collaborative world. You can ignore the principles that govern trust - but they will not ignore you*"

The book explains how trust - and the speed at which it is established with clients, employees, and all stakeholders - is the single most critical component of a successful leader and organisation.

I highly recommend this book.

Acknowledgement: [Link 047]   Stephen M R Covey & FranklinCovey

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