

As trust is manifest in each successive wave, the effect of trust becomes cumulative and exponential. —STEPHEN M.R. COVEY



LOW TRUST = REDUCED SPEED, INCREASED COSTS

In the global economy of today, trust-related problems like redundancy, bureaucracy, fraud, and turnover eat into an organization's profitability in the form of slowed productivity, diverted resources, and missed opportunities.

In addition, a lack of trust among customers chips away at the organization's brand reputation.

SO IS TRUST A SOFT, SOCIAL VIRTUE OR A HARD-EDGED, ECONOMIC DRIVER?

THE SPEED OF TRUST

Driving Economic Value Through Trust

STEPHEN M.R. COVEY—LIVE IN MALAYSIA!
Acclaimed Author and Co-founder & CEO of CoveyLink Worldwide

20 MAY 2010, THURSDAY | 9AM–1PM | SUNWAY RESORT HOTEL & SPA, SELANGOR



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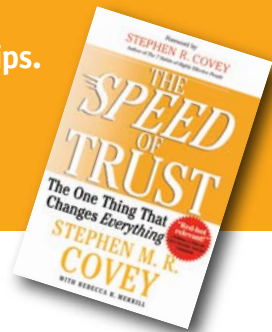
**LEADERSHIP
RESOURCES**
(MALAYSIA) SDN BHD (273-697-13)

IN COLLABORATION WITH

 **FranklinCovey™**
Organization Services

“The Speed of Trust clearly identifies trust as the source of speed in our direct relationships. Covey convincingly validates our experience at Dell—that trust has a bottom-line impact on results and that *when trust goes up, speed goes up while costs come down...*”

KEVIN ROLLINS, Former President and CEO, Dell Inc.



Historically, trust has been considered a “soft issue.” But new research is demonstrating that trust has a measurable, observable, and relevant effect on an organization’s bottom line—trust affects consumer spending, corporate reputation, and an organization’s ability to navigate the regulatory environment.

With confidence weakening across the world, *The Speed of Trust* content is resonating globally with leaders struggling to restore trust with stakeholders.

The fact is, the ability to restore and establish trust is a critical leadership competency of our new global economy.



STEPHEN M.R. COVEY

CO-FOUNDER AND CEO, COVEYLINK WORLDWIDE

Stephen is a sought-after and compelling keynote speaker and advisor on trust, leadership, ethics, and high performance, and speaks to audiences around the world. Author of *The Speed of Trust*—a groundbreaking and paradigm-shifting book, advocating that nothing is as fast as the speed of trust—Stephen has passionately delivered this message in over 30 cities including Beijing, Singapore, Zurich, London, Sydney, Tokyo and at the World Economic Forum (Beijing, 2008).

Stephen was CEO of Covey Leadership Center, which, under his stewardship, became the largest leadership development company in the world. Under his direction, the company grew rapidly and profitably, having nearly doubled revenues to over US\$110 million while increasing profits by 12 times. The company also expanded into over 40 countries, greatly increasing the value of the brand and company.

He personally led the strategy that propelled his father’s book, Dr. Stephen R. Covey’s *The 7 Habits of Highly Effective People*, to one of the two most influential business books of the 20th Century.

Stephen enjoys considerable respect and influence with executives and leaders of Fortune 500 companies, and mid- and small-sized organizations he’s consulted. Clients recognize his unique perspective on real-world organizational issues based on his practical experience as a former CEO.



LOW TRUST : TRUST TAXES



HIGH TRUST : TRUST DIVIDENDS



THE ECONOMIC VALUE OF TRUST

Trust always affects two outcomes: speed and cost.

When trust goes down, speed goes down and cost goes up.
When trust goes up, speed goes up and cost goes down.

Doing business at *The Speed of Trust* dramatically lowers costs, speeds up results, and increases profits and influence. Instead of paying outrageous trust taxes, you can realize trust dividends.

As you forge the path to a new culture of trust, your organization will reap immediate returns as well as enduring long-term returns in the form of increased speed to market, increased shareholder value, accelerated growth, enhanced innovation, improved collaboration, stronger partnering, better execution, and heightened loyalty.

THE 5 WAVES OF TRUST

Beyond “who you trust” the bigger question is—“*who trusts you?*” With the increasing focus on ethics in society, the character side of trust is fast becoming the price of entry in the new, global economy.

The 5 Waves defines the five levels, or contexts, in which we establish trust. It also forms the structure for understanding and making trust actionable. Understanding the waves will enable you to see, speak and behave in ways that establish trust, allowing you to become a leader who gets results by inspiring trust in others. The 5 Waves of Trust are:

- **Self Trust** The trustworthy leader has personal credibility.
- **Relationship Trust** The trustworthy leader knows how to establish, extend, and restore trust to others.
- **Organizational Trust** The trustworthy leader builds credible team or organization.
- **Market Trust** The trustworthy leader builds a reputable brand in the marketplace.
- **Societal Trust** The trustworthy leader makes a distinctive contribution to the world.

“I trusted Wal-Mart, I trusted the people I worked with. I knew everything would be in exactly the order that they said it would be, and it was. We did no due diligence.”

WARREN BUFFETT, CEO of Berkshire Hathaway

Warren Buffett, CEO of Berkshire Hathaway bought McLane Distribution from Wal-Mart several years ago in a US\$23 billion transaction. Acquisitions of this size typically takes months and costs millions—involving accountants, auditors and lawyers—to conclude. But in this case, the acquisition was finalised in just under a month, after a 2-hour meeting and a handshake—and without due diligence.

Just consider the savings in time and costs when trust is the foundation!

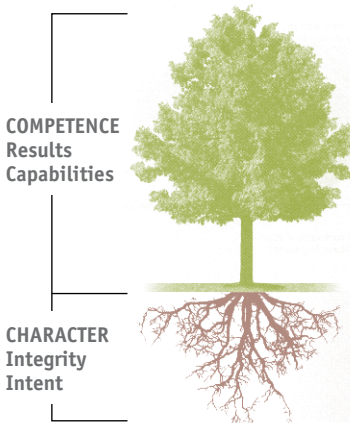
THE 13 BEHAVIORS OF HIGH TRUST LEADERS

The 13 Behaviors require a combination of both character and competence. The first five flow from character, the second five from competence, and the last three from an almost equal mix of character and competence. Adopting these behaviors is like making deposits into a bank account, the balance of that account being how much trust exists in your relationships.

The best leaders recognize that trust impacts us 24/7, 365 days a year. It undergirds and affects the quality of every relationship, every communication, every work project, every business venture, every effort in which we are engaged. It changes the quality of every present moment and alters the trajectory and outcome of every future moment.

The 13 Behaviors are:

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



REGISTRATION

THE SPEED OF TRUST WITH STEPHEN M.R. COVEY

DATE

May 20, 2010

TIME

9.00 am – 1.00 pm

VENUE

Sunway Resort Hotel & Spa,
Bandar Sunway, Selangor

INVESTMENT

- RM 1,350 per participant
- RM 900 per participant
*For groups of 3 or more from
the same organization*

ENQUIRIES & REGISTRATION

t 017.277 6178 / 603.7958 6588

f 603.7954 2588

e events@leadershipresources.my

w www.franklincoveymalaysia.com

TERMS & CONDITIONS

- Registrations will only be confirmed upon payment. Payments are to be made at least ONE month in advance to ensure bookings are confirmed.
- Registrations made without payment will be subject to cancellation without prior notice.
- Please make your cheque, marked A/C Payee Only, payable to :
LEADERSHIP RESOURCES (MALAYSIA) SDN BHD
- There will be no refund for cancellation by participants less than 30 days before event date.

We will however, on a case-by-case basis, allow replacements to be made, upon communication of full details of the new participant.

- The organizer reserves the right to cancel the program due to unforeseen circumstances. In such an event, the fee would be refunded in full.

AMOUNT PAYABLE

Category	No.	Amount (RM)
Individual RM 1,350		
Group RM 900		
TOTAL PAYABLE		

PRESENTED BY

**LEADERSHIP
RESOURCES**
(MALAYSIA) SDN BHD (273497-03)

IN COLLABORATION WITH

FranklinCovey
Organization Services

PARTICIPANT'S DETAILS

1. Mr / Ms

Email:

Designation:

2. Mr / Ms

Email:

Designation:

3. Mr / Ms

Email:

Designation:

4. Mr / Ms

Email:

Designation:

5. Mr / Ms

Email:

Designation:

COMPANY/ORGANIZATION'S DETAILS

Company / Organization:

Address:

Tel:

Fax:

Email:

Contact Person: Mr/Ms

Approved by: Mr/Ms

Designation:

Signature & Company Stamp:

Date:

PAYMENT DETAILS

PAYMENT BY CHEQUE

Bank & Cheque No.:

Amount (RM):

PAYMENT BY CREDIT CARD

AmericanExpress VISA MasterCard

Security Code:

Card Expiry Date:

Cardholder Name:

Card No.:

I authorize payment of RM:

Date:

Signature: