



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

Stephen M. R. Covey, Greg Link, Rebecca R. Merrill

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After illustrating the global relevance of trust with his book *The Speed of Trust* by selling more than one million copies in 22 languages, Stephen M. R. Covey again illuminates the hidden power of trust to change lives and impact organizations in *Smart Trust*. In a compelling and listenable style, he and long-time business partner Greg Link share enlightening principles and anecdotes of people and organizations that are not only achieving unprecedented prosperity from high-trust relationships and cultures but-even more inspiring-also attaining elevated levels of energy and joy.

The sustainable success these leaders and enterprises are exhibiting is paradoxically being produced in what has proved to be the lowest trust climate in years, if not decades. *Smart Trust* shows what they are doing and the five actions they are commonly taking to prosper, against the odds, in the same circumstances causing so many others to fail.

With penetrating insights illuminated by their unique access to many of the world's most successful leaders and organizations, the authors lay out a breakthrough process and skill set in a practical and actionable formula that makes trust a performance multiplier for leaders, teams, organizations, and even countries. They show why trust is fast becoming the most consequential life and leadership skill of our time-a career-critical competency required to navigate and compete in this perilous 21st-century, interdependent, global economy. Covey and Link teach how to cut through traditional either/or thinking to extend "Smart Trust", enabling you to exercise sound judgment in a low-trust world by minimizing risk and maximizing possibilities.

Smart Trust has met the strict scrutiny of business leaders around the globe and is validated by research from multiple sources that confirms that high-trust organizations outperform low-trust organizations by nearly three times. *Smart Trust* shares findings that verify how enduring success, vitality, and happiness are directly related to the level of trust in our relationships-whether in our professional or personal lives.

Find out why trusted people are more likely to get hired or promoted, get the best projects and bigger budgets, and are last to be laid off. This sea-changing book will forever shift your perspective as it reveals and validates, once and for all, the transformational power of trust.

Listening to *Smart Trust* will increase your probability of thriving in this increasingly unpredictable marketplace. The more unpredictable it becomes, the more your (and your organization's) sound judgment and ability to trust in this low-trust world will give you a tremendous competitive advantage-and the capacity to navigate the uncertainty low trust creates.

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