

EXECUTIVE FORUM  
2007/2008 Leadership Series®

# Advance Intelligence Today

Leadership Tools for Tomorrow



"The SPEED of Trust is red-hot relevant." — William Parrett  
Trust is the one thing that changes everything. Trust is a powerful accelerator to performance. When trust increases, speed increases, and cost decreases. There are few things more energizing than the freedom, innovation, and creativity that flow through a high-trust organization.

## Covey's presentation will enable and compel you to:

- determine the level of trust in your organization
- identify the 13 behaviors common to high trust leaders and organizations around the world
- assess the level of trust colleagues have in you
- determine the trust dividend or trust tax present in your team and organization

# Stephen M. R. Covey

October 25, 2007 | 8:30 - 11:30 a.m.

## Leading at "The SPEED of Trust"

From over 10 years of research and 20 years of first-hand experience as a senior executive, Stephen M. R. Covey discovered that there are measurable financial and personal deficits exacted on low-trust organizations and relationships. Among his various accomplishments, Covey led the marketing strategy that propelled his father's bestseller, *The 7 Habits of Highly Effective People*.

Covey energizes audiences in business, government, associations, and non-profit organizations with his highly relevant take on trust, an overlooked key to performance. His recent book, *The SPEED of Trust*, challenges the age-old assumption that trust is merely a soft, social virtue and shows that trust is actually a hard-edged, economic driver. Covey argues that trust is a learnable and measurable skill that makes organizations more profitable, people more promotable, and relationships more energizing.

## Program Location

Donald R. Seawell Grand Ballroom  
at The Denver Center for the Performing Arts  
14th & Arapahoe, Denver, CO 80204



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