



The **SPEED**
OF
TRUST
FOR SERVICEMEMBERS

Trust is vital to our personal and interpersonal well-being. The very essence of great relationships is trust.

FranklinCovey is pleased to announce three new courses specifically designed for the military based on the bestselling book *The Speed of Trust* by Stephen M. R. Covey.

Built on proven principles and an inside-out approach, *The Speed of Trust* suite of courses for the military provides an essential framework and process to affirm, deepen, restore, and extend trust in all relationships—particularly those that mean the most to us.

Water is the vital substance that sustains all life on this planet. When it's there, everything flourishes and grows. When it's not, everything withers and dies.

The same is true for trust. Where there is no trust, efforts fail, work doesn't get done, relationships decay, and the energy and joy in all dimensions of life dwindle to nothing.

Like a ripple in a pond, trust starts with **you**.

It begins with your own credibility. Your credibility then grows through high-trust behavior. This increases trust in your relationships and continually ripples out to affect everything within your influence—your family, friends, associates, your military service—your world.



Trust is a Learned Competency

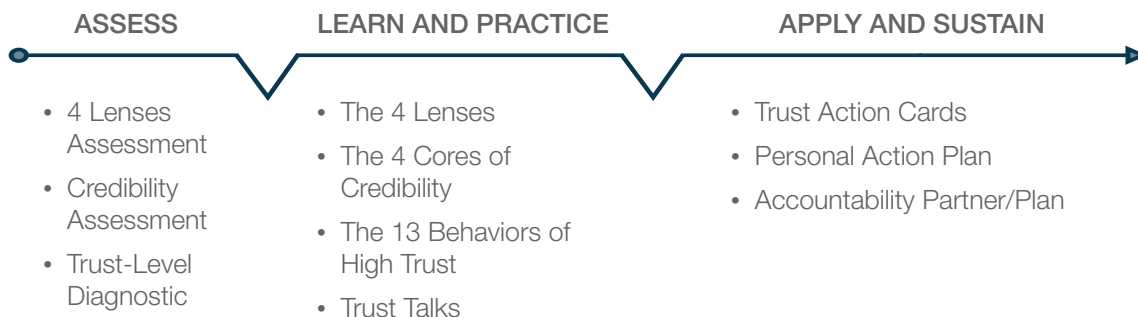
The Speed of Trust for Servicemembers provides participants with engaging and powerful tools to increase trust in their most valuable relationships and to create even stronger bonds with those they love and with whom they associate.

Trust is a learned competency that can be practiced and improved. Instead of just attending a training course, participants will learn to apply and sustain a new language and set of behaviors that will create lasting change and bring greater energy and joy in every aspect of their work and their lives.

“Like a drop of water in a pond, your personal credibility has a ripple effect on all your relationships—and even extends to your outside world.”

STEPHEN M. R. COVEY
Author, *The Speed of Trust*

Learning Map



Like learning a new language, changing behavior requires a common understanding and practice. *The Speed of Trust for Servicemembers* provides the mindset, skillset, and toolset that will measurably increase participants' ability to behave in ways that inspire trust.

Objectives

THE CASE FOR TRUST

Build your awareness of the importance of trust in relationships.

THE 4 LENSES UNDERSTANDING TEMPERAMENT

Understand the importance and value of temperament.

CREDIBILITY TRUSTING YOURSELF AND GIVING OTHERS SOMEONE TO TRUST

Develop the power of self trust.

BEHAVIOR INSPIRING TRUST WITH OTHERS

Strengthen your relationships by acting in ways that inspire trust.

Participant Kit

- Participant Workbook
- The 4 Lenses Cards
- *Speed of Trust* Action Cards—U.S. Military Edition
- *A Slice of Trust* Book (optional)



“The ability to establish, grow, extend, and restore trust is vital to our personal and interpersonal well-being. The very essence of great relationships is trust.”

STEPHEN M. R. COVEY

Author, *The Speed of Trust*

For more information about FranklinCovey's *The Speed of Trust for Servicemembers*, contact Steve Kovalenko, Senior Client Partner, at 703-729-7270 or steve.kovalenko@franklincovey.com.