

# **TRUST & INSPIRE**

## **How Truly Great Leaders Unleash Greatness in Others**

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**MAIN IDEA**

The traditional "Command-&-Control" leadership style was that there was a job to be done, and the leader's responsibility was to leverage people and resources to accomplish the task at hand. Did this leadership style really work all that well? Probably not most of the time.

The world has changed and moved on. Thanks to various emerging forces, old-school Command-&-Control techniques have been superseded by a better way to lead – "Trust-&-Inspire".



Today's most effective leaders don't try and bulldoze people to do their work. Instead, leaders today achieve far more by inspiring and empowering their people, and then trusting them to tap into their innate talents and potential. This approach produces far better performance, and is, in fact, a new and better way to lead.

Forget about trying to Command-&-Control. Trust-&-Inspire your way forward.

*"It's time for a new way to lead. For decades, we've been getting away with a tired, out-of-date leadership style that we've patched and propped up to try to make work for our changing world. But incremental improvements within a flawed paradigm will no longer work. While our world has changed, our way of leading has not. It's time for a new style of leadership—one that is relevant for our times. This workforce demands a new kind of leader—a leader who can see, develop, and unleash the greatness in every person. A leader who can model authentic behavior with humility and courage. A leader who can inspire others."*

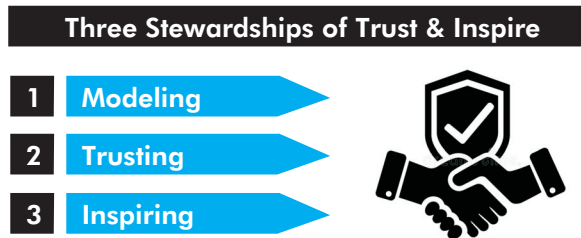
– Stephen M.R. Covey

**1. The future of leadership. . . . . Page 2**

The world has changed, and so has the nature of work, the workplace, and the makeup of the workforce. Yet for decades, Command-&-Control has been patched and propped to make do as a leadership style. Incremental improvements will no longer work. It's time for a new style of business leadership.

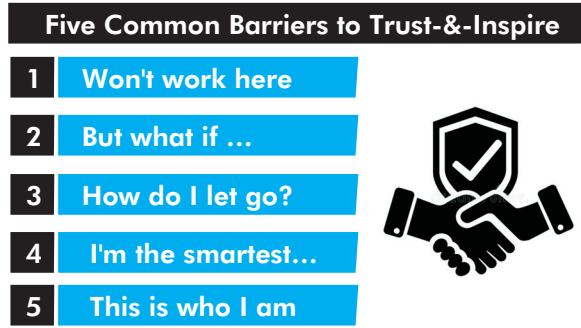
**2. Becoming a Trust-&-Inspire leader . . . . . Pages 3 - 5**

To change from Command-&-Control to a Trust-&-Inspire leadership style, start by looking at your paradigms about people and leadership. Once you do that, start viewing leadership as a stewardship. Specifically, there are three stewardships that you need to be good at to excel as a Trust-&-Inspire leader:



**3. Overcoming the five barriers. . . . . Pages 6 - 7**

To succeed in becoming a Trust-&-Inspire leader, there are five generic, pretty much universal roadblocks you'll have to overcome:



**4. The new way to lead . . . . . Page 8**

To become a Trust-&-Inspire leader, become a Trust-&-Inspire person first. Recognize there is greatness in the people around you, and trust them to deliver great results. Trust-&-Inspire is not only a better way to lead, it's also a better way to live.