



# The Trusted Leader

*Robert M. Galford, Anne Seibold Drapeau*

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As today's headlines remind us, trust is *the* hot-button issue in business today, especially for investors, managers, workers, and consumers. More than ever before, the success of an organization depends on leadership that fosters strong connections across teams and among bosses, colleagues, and subordinates. Companies are in urgent need of trusted leaders, but how can managers meet that need? "Be trustworthy" is the short, logical answer, of course. But being trustworthy and building trust in an organization are not one and the same thing. The former is an inherent part of a person; the latter requires developed talent and considerable skill.

Based on highly specific research and experience that covers a wide spectrum of managers and organizations, *The Trusted Leader* identifies the three critical types of trust that leaders need to master: strategic trust, organizational trust, and personal trust. It introduces a practical and effective formula for building organizational confidence, and provides a unique analysis of the obstacles to trust and the sources of resistance to the building of trust inside organizations. Through a series of interactive exercises, executives will learn how to determine where trust is missing and how it can be supplemented in people, departments, and even whole companies. Perhaps most timely are the book's series of diagnostic tools and skills that help executives rebuild trust that has been broken or betrayed.

As business insiders and authors Robert Galford and Anne Seibold Drapeau show, trust inside a company provides focus, fuels passion, fosters innovation, and helps employers to hire and retain the best employees. Trust inside, the authors argue, also builds trust outside by gaining credibility with today's skeptical consumer.

Trust is all too frequently overlooked in other leadership books, and is even more important today as companies face uncertain customer demands and the pressures to compete successfully in a whiplash market. Crises, restructurings, mergers, downturns, and executive departures are often trust-destroyers. *The Trusted Leader* examines those defining moments, and helps leaders turn such situations into trust-building experiences, creating a culture and legacy of trust throughout the organization at large.

Rich in true stories, examples, and practical advice, *The Trusted Leader* guides leaders on how to climb the ladder of trust and how to secure their legacy as trusted leaders. For managers of all levels, *The Trusted Leader* is the only comprehensive guide for building trust inside an organization -- the key to every company's long-term survival and success.

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