

SPARKING IDEAS AND ACTION IN YOU AND YOUR BUSINESS
HARMONY COACHING & CONSULTING

Leading at the Speed of Trust[®]

TRUST, more important than VISION?

TRUST, more important than STRATEGY?

TRUST, more important than SYSTEMS and STRUCTURE?

TRUST, more important than SKILLS?

The answer is YES. Believe it! No matter how grand your vision, how excellent your strategy, how thorough your systems and structure or how skilled your workforce, the high cost of low trust can prevent even the best organizations or individuals from succeeding.

Trust-related problems like redundancy, bureaucracy, fraud and turnover nip at profitability in the form of slower productivity, diverted resources and missed opportunities. A lack of trust also carves away at brand reputation.

Trust has never been a more crucial asset or a more critical skill for organizations than it is right now. A recent BBB-Gallup poll identified a 24% decrease in trust of businesses during the past year by consumers. And that was before the current financial crises.

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Are You a True Business Professional?

Top 12 Qualities of True Business Professionals

Professionalism is a word embraced by many, but in all honesty demonstrated by far fewer individuals. Its Latin's origins come from the word profess which means, "to avow before." So the question is who are these individuals that believe themselves to be true professionals avowing before? Possibly the answer may be found within the word professional.

1. **P = Positively proactive.**

Professionals demonstrate behaviors that are positive, proactive instead of negative and reactive.

2. **R = Respect.** Through the ethic and value of respect, professionals are known and trusted within and without their respective organizations.

3. **O = Opportunities to help others.** Those who avow before understand they have a responsibility to help others whether it is to grow self-leadership skills or provide some expert advice.

4. **F = Follow-up.** No one likes to wait for unreturned phone calls or emails. Professionals make it a habit to follow-up on everything and accept responsibility when they fail to engage in that behavior.

5. **E = Empathy.** Professionals know how to be empathetic. This characteristic is one of the signs of high emotional intelligence and a predictor for leadership success.

6. **S = Self-confident.** When individuals are self confident, they do not have to put others down at their own expense. These individuals have a high sense of balanced self-esteem and role awareness.

7. **S = Sustainable.** Professionals are truly sustainable in that they can continue forward when times become difficult.

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A recent Watson Wyatt survey found that companies that had high levels of trust had 186% higher return to shareholders compared to companies with low levels of trust among employees. Numerous other studies link high levels of employee trust to increased levels of job performance and employee engagement. The link between trust and organizational success is indisputable.

One of the best ways to shore up your business during these economic times is by establishing, improving and restoring trust with customers, stockholders, employees and other stakeholders. Historically, trust has been considered a ‘soft issue,’ but new research is turning this assumption on its head, demonstrating that trust has a measurable, observable, and relevant effect on an organization’s bottom line.

That is why Harmony Coaching and Consulting has partnered with FranklinCovey to roll out the cutting edge workshop – **Leading at the Speed of Trust®** – based on Steven M. R. Covey's best-selling book, *The Speed of Trust: The One Thing That Changes Everything*.

The 5 Waves of Trust

In the book, Covey talks about the many levels of trust, and says that organizations low in trust – with customers, employees, and leaders – pay a hidden *Trust Tax* right off the top. Those with high trust, however, reap a *Tax Dividend* with these same stakeholders – benefits that come from growing relationships of trust.

This 2-day **Leading at the Speed of Trust®** workshop will help leaders:

- Choose to make building trust an explicit goal of their work
- Learn how others perceive their trustworthiness from their personal *tQ™ Report*
- Understand the real, measurable *Trust Taxes* they might be paying without realizing it
- Go from paying *Trust Taxes* to earning *Trust Dividends*
- Make action plans to *build Trust Accounts* with all key stakeholders

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Their ethics and beliefs keep them focused.

8. **I = Integrity.** Integrity is putting your values into action; doing the right thing when no one else is looking without personal gain or benefit; and accepting a potential personal cost.

9. **O = Optimize all interactions.** This is critical because professionals do not negate the value of people. They look to see how one interaction can benefit someone else even before himself or herself.



10. **N = Nimble.**

Being flexible and open to change allows these individuals to be quick on their feet and nimble to the opportunities that they encounter on a daily basis.

11. **A = Awareness.** Having a high level of awareness of themselves, the marketplace, the community and even the world helps these individuals continually stay on top of things.

12. **L = Leadership.** Last, but not least, professionals demonstrate exceptional leadership skills and even more importantly self-leadership skill. For if you cannot lead yourself, you cannot lead others.

Leadership Coaching Tip: Take a few moments to revisit this list and determine if there are any areas to be further developed. Remember the origins of the word professional – to avow before and are your actions in alignment with your beliefs?

Adapted with permission. Author: Leanne Hoagland-Smith, Advanced Systems.



Indeed is a search engine for jobs – with a radically different approach to job search. In one simple search, Indeed gives job seekers free access to millions of employment opportunities from thousands of websites. Indeed.com includes all the job listings from major job boards, newspapers, associations and company career pages.

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- Begin using the *Language of Trust* as an important cultural lever

Whether it has been an asset or a liability, trust has been ignored for too long by too many organizations. This workshop turns trust into a strategic advantage. Doing business at *The Speed of Trust* dramatically lowers costs, speeds up results, and increases profits and influence.

As a result, leaders forge the path to a new culture of trust and reap immediate returns in the form of:

- Increased speed to market
- Increased shareholder value
- Accelerated growth
- Enhanced innovation
- Improved collaboration
- Stronger partnering
- Better execution
- Heightened loyalty
- Increased employee engagement/productivity



Leading at the Speed of Trust[®] is a highly interactive workshop that will engage leaders at all levels in the real work of identifying and closing the trust gaps that exists in your organization. Each participant will receive:

- A printed guidebook
- Audio tools on CD
- A DVD with selected video content from the course
- Reference cards to help leaders navigate through trust issues
- *Trust Quotient (tQ) 360° Assessment* to measure how other perceive their trustworthiness

With today's troubled global economy, isn't it time you took a proactive approach to building trust with employees and consumers? There is success to be had. While other organizations are suffering the consequences of low trust, take this strategic advantage and grab your piece of the pie!

If you're interested in bringing the *Leading at the Speed of Trust*[®] workshop to your organization, please contact Bill Burtch at Harmony Coaching and Consulting (901-272-7390 or bburtch@harmonycc.net) for a complimentary consultation.

"Time is free, but it's priceless. You can't own it, but you can use it. You can't keep it, but you can spend it. Once you've lost it you can never get it back."

~ Harvey Mackey

Checklist Pro Software

ChecklistPro is a simple 'to-do' program that lets you track all the important things you need to get done in your life. If you've ever found yourself forgetting what you need to do next, you'll love ChecklistPro. It's safe, simple and easy-to-use! You will be up-and-running before you know it.

[CLICK HERE](http://www.harmonycc.net/software/checklistpro/index.html)

or copy and paste the link below into your web browser
<http://www.harmonycc.net/software/checklistpro/index.html>



One Minute Ideas

Roadblocks to Success

Here are some career 'mind-barriers' found especially among new entrants to the workforce, from **News From Kaplan**, a fact sheet published by Simon & Schuster.

- ✓ **Waiting to be discovered.** Instead of making contacts, such people think they will be magically rewarded with fame and riches.
- ✓ **Impostor belief.** Some people feel they're not really qualified to do the kind of work their employers want them to do. They're afraid of being exposed as incompetent.
- ✓ **I shouldn't get paid for what I do:** It's easy for me. This belief usually crops up among people who are talented and love their work.
- ✓ **Fear of failure.** New workforce entrants often fear they won't be hired or will end up penniless.
- ✓ **Fear of success.** Some people are afraid of doing well because they can't imagine being recognized as an expert in their fields. They may even think that fame and fortune will hurt them in some way. They may think that family and friends will like them better if they stay "small."

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Leading in Crisis: Why the Speed of Trust is the Sustainable Economic Stimulus

They came from organizations across the city, Health Choice, First Horizon, FedEx, Brother Industries, and Methodist Healthcare to name a few. Over 30 turned out to view the webinar hosted by Harmony Coaching & Consulting and featuring Dr. Stephen R. Covey and Stephen M.R. Covey the father and son best selling authors and leadership thought gurus on Tuesday, June 30th.

It was a great time for networking among peers and learning the Covey's perspective on the current state of business and how trust can impact our ability to navigate this turbulent time. The elder Covey discussed his new model of the 7 Habits and how it applies as we move from the Industrial Age to the Information Age to the Wisdom Age and moving individuals in organizations from Dependence to Interdependence. M.R. Covey then picked up the ball and related key concepts from his NY Times best seller, *The*



Speed of Trust, including 3 Big Ideas... 1) Trust is an economic driver, not just a social virtue; 2) Trust is the #1 competency of leadership today; and 3) Trust is learnable.

One participant said about the seminar, "I think the (trust) model was very simple and very digestible. The concept of equating cost with (lack of) trust was brilliant and very simple." Another attendee added, "It was a very good afternoon. It was my time well spent. I took a lot away."

If you missed the program and want to learn more about how Trust can impact organizational and personal success make plans to attend the *Leading at The Speed of Trust*[®] workshop on August 19 & 20, 2009. Space is currently available and if you sign up 30 days prior you'll receive a \$50 discount. Volume discounts are also available. Contact Harmony at bburch@harmonycc.net or 901-272-7390 for more information.

Schedule of Public Courses

The following courses are being offered to the public by Harmony Coaching & Consulting. Click on the associated link for more information on the program or to register.

Course Title	Date(s)	Time	For More Information/Registration
<p>Leading at the Speed of Trust™ is a two-day workshop for anyone interested in increasing revenues, decreasing costs, enhancing/repairing relationships, or improving their credibility with employees or customers.</p>	<p>August 19 & 20</p>	<p>8:30am – 5:00pm</p>	<p>Email: info@harmonycc.net</p>
<p>The Coaching Clinic® is a two-day workshop for executives, managers and leaders to experience and learn coaching skills and competencies.</p>	<p>Sept 16 & 17</p>	<p>8:30am – 5:00pm</p>	<p>www.harmonycc.net/coachingclinic.asp</p>

