



Trust in the Balance: Building Successful Organizations on Results, Integrity, and Concern

Robert Bruce Shaw

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Acquire the best asset of all

Your business is either enhanced by the presence of trust or held back by the presence of distrust. Robert Shaw gives conviction and advice to the leader who recognizes that trust becomes a performance multiplier only when the leader is prepared to go first.

-- Craig E. Weatherup, president, PepsiCo, Inc.

If you've never examined how trust affects your organization, maybe you should. In this engaging book, Robert Shaw moves past the right thing to do argument and focuses on trust as a critical issue successful managers cannot take for granted. He shows how lack of trust is compromising more and more organizations in today's highly competitive environment. And he offers a way out. Drawing on a variety of examples from real business situations, Shaw explains trust's increasing importance at four key levels: individual credibility, one-to-one collaboration, team effectiveness, and organizational vitality. He then provides an assessment survey to help you determine how you and your organization measures up trust-wise, and offers action steps for overcoming trust dilemmas such as those that arise during reinvention efforts. A vital handbook for leaders, change agents, and anyone interested in building high trust for high performance.

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