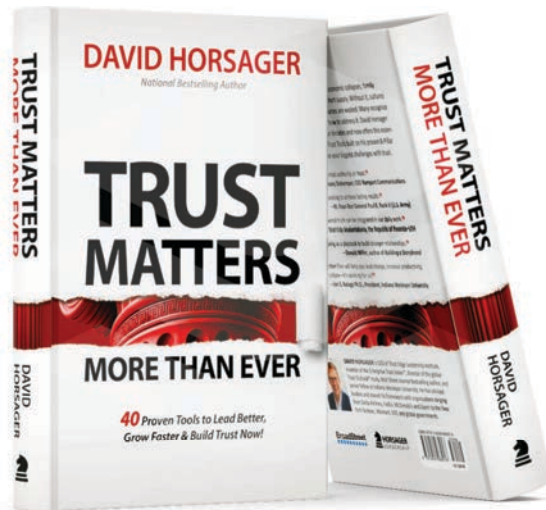


THE BOOK



TITLE

Trust Matters More than Ever:
40 Proven Tools to Lead Better, Grow Faster & Build Trust Now!

AUTHOR

David Horsager (HOR-saw-ger)

GENRES

Leadership, Business, Workplace Culture, Motivation, How to

PRICE/PAGES

\$24.99 / 304 pages / hardcover

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FORMATS AVAILABLE

Hardcover, Kindle, Audio

AVAILABLE AT

Amazon, Bookpal, everywhere books are sold

BRIEF DESCRIPTION

With mounting international tensions, economic collapses, family divisions, and political discord, trust is in short supply. Without it, cultures deteriorate, productivity fades, and resources are wasted. Many recognize the current lack of trust, but few know how to address it. David Horsager has been pioneering trust solutions for decades and now offers this essential guide for leaders. It includes 40 Trust Tools built on his proven 8-Pillar Framework—equipping you to solve your biggest challenges with trust.

KEY ENDORSEMENTS

“David Horsager is the world’s foremost authority on trust.”

—**Anthony Diekemper**, CEO of Rampart Communications

“A must-read book for anyone seeking to achieve lasting results.”

—**Paul E. Funk II**, Four-Star General, U.S. Army (Ret.)

“David illustrates how a universal truth can be integrated in our daily work.”

—**Ambassador Mathilde Mukantabana** of the Republic of Rwanda to the USA

“Thank you, David, for giving us a playbook to build stronger relationships.”

—**Donald Miller**, Author of *Building a StoryBrand*

“*Trust Matters More than Ever* will help you lead change, increase productivity, and improve your culture—it’s working for us!”

—**Jon S. Kulaga**, Ph.D., President of Indiana Wesleyan University

THE AUTHOR



DAVID HORSAGER, MA, CSP, CPAE

Dr. David Horsager is CEO of Trust Edge Leadership Institute, inventor of the Enterprise Trust Index™, author of four books, and director of the global research publication, the *Trust Outlook*®. Horsager is a *Wall Street Journal* bestselling author and senior fellow at Indiana Wesleyan University. His decades of trust work have served as a catalyst for trust awareness and development across the globe. David's newest release is titled *Trust Matter More than Ever: 40 Proven Trust Tools to Lead Better, Grow Faster, and Build Trust Now!*

Horsager has advised leaders and taught the Trust Edge framework to organizations ranging from Delta Airlines, McDonald's, FedEx, and Toyota to the New York Yankees, Walmart, Zoom, MIT, and global governments. His board work with a wide variety of industries continues to inspire his research, consulting, and writing. The mission of Horsager and his team at Trust Edge Leadership Institute is to develop trusted leaders and organizations.

WEBSITES

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For Trust Edge Leadership Institute: <https://TrustEdge.com>

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www.instagram.com/davidhorsager/

www.youtube.com/user/HorsagerLeadership

Q&A WITH DAVID



Q: You've just finished writing your fourth book, *Trust Matters More than Ever*. You speak, write, and consult on trust in the business world and have done so for decades. Clearly, you love what you do. What continues to fuel your work?

A: Leaders everywhere. What we've found is that it doesn't matter the size of the company or the type of business, a lack of trust is eroding confidence, decreasing sales, and limiting influence everywhere. This book is about the most fundamental issue everyone is dealing with—lack of trust. Whether personal relationships, professional sports teams, Fortune 100 organizations, global governments, or small businesses, a strong, trusted culture is critical to success. It can be done. I've seen it. No one is immune to collapse, and it is my life mission to develop trusted leaders and organizations!

Q: What can the busy leader expect from *Trust Matters More than Ever*?

A: Leaders are stretched thin these days. It's easy to blame the top leader when something goes wrong, but they rarely get enough credit when things go well. Leaders get a framework and 40 Trust Tools they can use to increase trust in their organization. Increased trust can be tied to the bottom line, so this is important work. Each Trust Tool has a graphic and application ideas.

Q: What makes this book stand out from other business leadership books?

A: This book has three big differentiators. 1) It's research-based yet actionable, 2) it's a beautifully-designed hardcover book, and 3) it contains 40 compelling, illustrated tools for leaders.

UP CLOSE & PERSONAL



THE YOUNGEST of six siblings, David learned many of his life lessons growing up on a farm in northern Minnesota. A belief in the goodness of humanity and endless possibilities has propelled him throughout his career. David and his wife, Lisa, started this work in 1999, and she continues to serve as culture ambassador at the Institute. Horsagers have four children and live on a hobby farm where they enjoy the outdoors and host lively discussions around the campfire.

Q: Who inspires you?

A: *I continue to be inspired by my parents, Clarence and Mary. They are in their 90's and as active as ever. They instilled in my five siblings and me core values I carry with me today: honesty, diligence, consistency of character, and enthusiasm for life! I owe my parents a debt of gratitude for all the life lessons I learned while growing up on the farm.*



Q: What are you personally excited about as you launch your new book?

A: *I could not be more excited about this new release, Trust Matters More than Ever! It is the most comprehensive collection of material and Trust Tools I've ever published. It is research-based yet usable tomorrow! It is 304 pages and beautifully designed. It contains 95 outside sources and many visuals to help teach the concepts. I'm genuinely excited at the potential we have to reach more people with this book.*

Q: When not working, how do you like to spend your time?

A: *I love to spend time with my kids, fly fish, camp, hike, ride horses, and gather around the campfire with family and friends. Lisa is my lifelong soulmate but also an important part of my business. She's been gifted with tremendous insight on everything from how to raise our family to how various business decisions should be made. I'm grateful for my family.*

PRESS RELEASE

FOR IMMEDIATE RELEASE

Trust Edge Leadership Institute, Heidi Sheard: hsheard@trustedge.com

Bestselling Author, David Horsager, Is Releasing *Trust Matters More than Ever* In November 2024

Minneapolis, MN—AUGUST 2024. David Horsager, D.Litt., CSP, CPAE, is releasing his fourth book, *Trust Matters More than Ever: 40 Proven Tools to Lead Better, Grow Faster & Build Trust Now!* in November 2024.

David Horsager has been pioneering trust solutions for decades and now offers this essential guide for leaders. *Trust Matters More than Ever* is Horsager's most comprehensive collection of the ideas and material he uses every day with leaders and audiences around the globe. At 304 pages, the book is a substantial resource for top leaders of any industry to build trust, lead through crisis and change, increase employee engagement, and drive success.

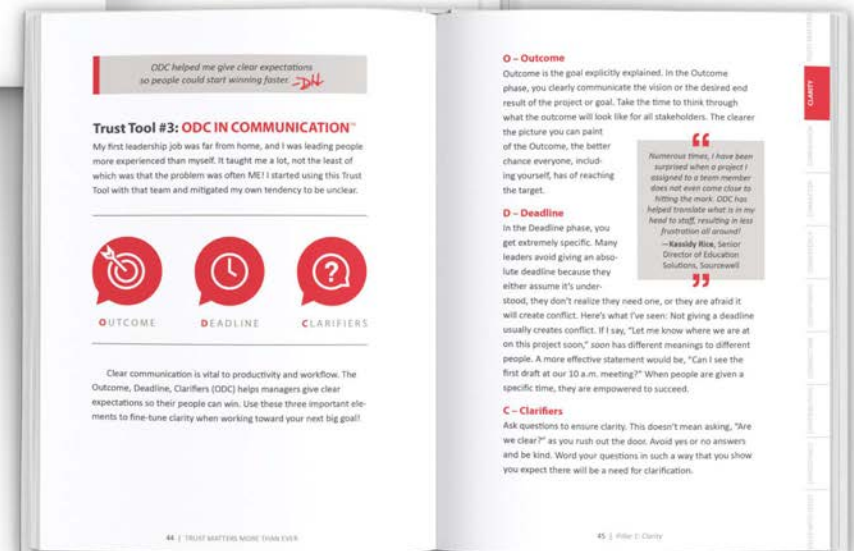
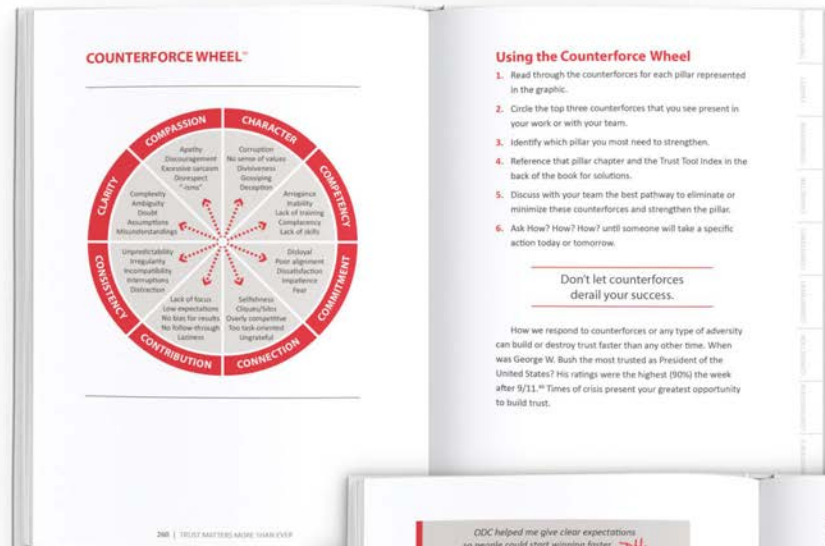
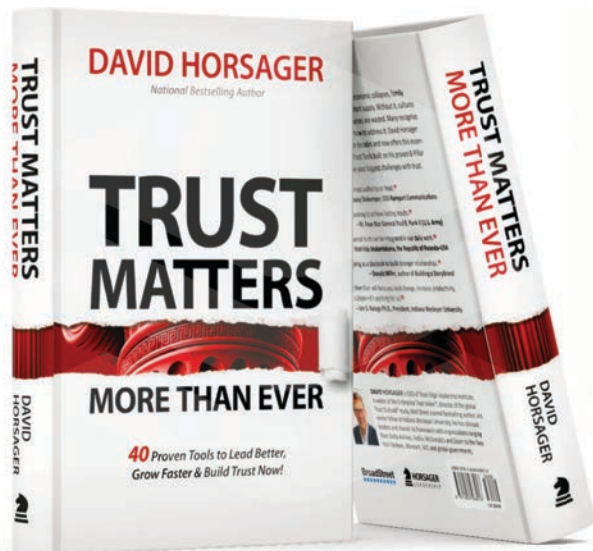
People have remarked that they need this book now more than ever. With mounting international tensions, economic collapses, family divisions, and political discord, trust is in short supply. Without it, cultures deteriorate, productivity fades, and resources are wasted. Many recognize the current lack of trust, but few know how to address it. *Trust Matters More than Ever: 40 Proven Tools to Lead Better, Grow Faster & Build Trust Now!* is engaging, comprehensive, and beautifully designed. It is available for pre-sale at \$24.99 on Amazon and everywhere books are sold. For more information on *Trust Matters More than Ever*, visit www.trustmattersbook.com.

Dr. David Horsager is CEO of Trust Edge Leadership Institute, inventor of the Enterprise Trust Index™, director of global study, the *Trust Outlook*®, *Wall Street Journal* bestselling author, and senior fellow at Indiana Wesleyan University. His decades of research and work in this area have served as a catalyst for trust awareness and development around the globe. David has advised leaders and shared his framework with organizations ranging from Delta Airlines, McDonald's, FedEx, and Toyota to the New York Yankees, Walmart, Zoom, MIT, and global governments.

Trust Edge Leadership Institute (TELI) is a Minnesota-based company whose mission is to develop trusted leaders and organizations. Since 1999, TELI has pioneered trust research and people development through speaking, coaching, and training. Their clients range from Fortune 100 companies and national sports franchises to industry-leading businesses and even governments around the globe. Through TELI, David continues to research and equip leaders worldwide in building high-trust teams and cultures.

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PHOTOS



For more images, visit www.TrustMatterBook.com/media