

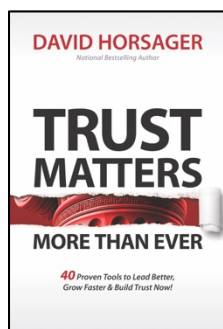


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TRUST MATTERS MORE THAN EVER

With over 20 years of research and experience, David Horsager shares powerful insight on our greatest asset, our biggest risk, and what we need to protect the most: TRUST



St. Paul, MN: Every problem we deal with is ultimately a trust issue. Trust in our government leaders, education system, relationships, and faith has deteriorated. Trust is the cornerstone of connection and community and for businesses, organizations, and politicians. It is the determining factor for success or failure.

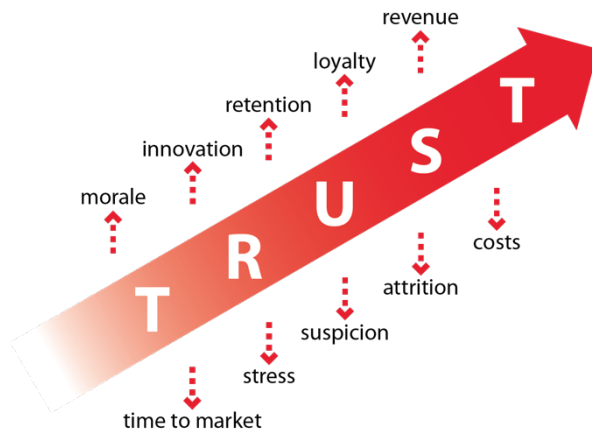
Dr. David Horsager, the CEO of Trust Edge Leadership Institute, defines trust as “a confident belief in a person or organization to do what is good and right on a consistent basis.” With over 20 years of education, research, and work with global organizations, David has discovered that trust is the greatest indicator of transformation and success, both personally and professionally.

In his fourth book, ***Trust Matters More than Ever: 40 Proven Tools to Lead Better, Grow Faster & Build Trust Now!*** (BroadStreet Publishing Group), David explores the eight traits or pillars that build and reinforce a solid foundation of trust in our lives and supplies us with Trust Tools to help us strengthen those pillars.

- **Clarity:** People trust what is clear and simple.
- **Compassion:** Compassion means considering what is best for others, especially those who are different from us.
- **Character:** We count on those who do what is right over what is easy.
- **Competency:** People have confidence in those who stay fresh, relevant, and capable.
- **Commitment:** We trust those who remain strong especially through adversity.
- **Connection:** Authentic connections foster trust, belonging, and accelerate growth.
- **Contribution:** Leaders who contribute and collaborate to results, prompt others to reciprocate.
- **Consistency:** Consistent patterns build a brand or reputation which impacts the workplace and helps individuals and organizations stand out.



Embedded in the 8-Pillar Framework in *Trust Matters More than Ever* are 40 practical “Trust Tools” the reader can use to build, strengthen, or restore trust with their team, their organization, their customers, or even their families. David often emphasizes the significance of consistency and hard work in creating and nurturing trust, reminding us that our identity and achievements are shaped by the trust we build, which is why trust matters now ... more than ever.



When trust goes up, morale, loyalty, and innovation go up, while costs, attrition, and stress go down!



About the Author

Global trust expert, bestselling author, and researcher, Dr. David Horsager, works with top leaders and organizations to solve their biggest problems with his 8-Pillar Trust Edge Framework™ and actionable Trust Tools. His decades of research and work in this area have served as a catalyst for trust awareness and development around the globe.

The youngest of six siblings, David learned many of his life lessons growing up on a farm in northern Minnesota. David and his wife, Lisa, have four children and live on a hobby farm. More information is available at www.DavidHorsager.com or www.TrustEdge.com or www.TrustMattersBook.com



Notable Concepts from *Trust Matters More than Ever* by David Horsager

- Many people think they are communicating clearly, when in fact, they are not. Clarity of vision inspires. Clarity of expectations motivates. Clarity of directions gives confidence. Clarity of values aligns decision-making. Clarity of the assignment avoids frustrations. Clarity unifies. (p. 31)
- Do not underestimate the power of compassion in the workplace. Our humanness doesn't turn off when we step into the office. Increasingly, in our interconnected world, it is a global value. Whether internally, or externally, if you show you care beyond yourself, you will become trusted by those who follow you. (p. 72)
- The three keys to competency are staying fresh, relevant, and capable. Staying fresh requires intentional work. Fresh perspectives, information, and experiences create an environment for innovation. People will only listen and follow your message if they can see why it matters now. You may be capable, but proof of it inspires trust like nothing else can. (p. 114-115)
- Culture change can be daunting. Training and development initiatives have a chance of transforming cultures for the better when you follow and apply this 10-step tool: Stay aligned with your values and strategy. Find a senior leader champion to own it, lead it, and make sure everything aligns with it. Make it actionable. Provide a safe environment. Measure change. Provide healthy accountability. Reinforce consistency. (p. 138-142)
- Some information isn't fair, kind, or even legal for leaders to share with others. Every leader needs a small group of confidantes they can count on for encouragement, wisdom, and accountability. People often wish to hide their mistakes out of fear others will respect them less. In actuality, the opposite is often true. The more open and honest you are about your mistakes, the more people are willing to trust you, protect you, and give you the benefit of the doubt. (p. 175)
- When contribution is weak or compromised, you will find disorganization, avoidance of responsibility, or careless follow through. Regardless of your industry, the path to success in your career is heavily dependent on your ability to contribute in tangible ways. One of the best things a leader can do is help employees understand and believe in how important their daily work is within the broader company goals and mission. (p. 207)
- A culture of trust not only prepares you on a personal level for change, but it also increases your organization's ability to weather significant change. Humans are built with the capacity for change even though they often fear it. If trust can be maintained or even grown during challenging circumstances, leadership will be trusted in times of stability. Leaders who are visibly engaged and actively managing the response to a crisis demonstrate commitment and capability. (p. 267)