



Trust Works!: Four Keys to Building Lasting Relationships

By Ken Blanchard, Cynthia Olmstead, Martha Lawrence

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New York Times bestselling author and leadership expert Ken Blanchard's popular TrustWorks! training program is now available in book form!

Trust Works!: Four Keys to Building Lasting Relationships is an insightful guide designed to help people navigate one of the most complex issues that affects all areas of our lives: trust.

In *Trust Works!*, Ken Blanchard, Cynthia Olmstead, and Martha Lawrence demonstrate how to get along better with those around us.

In today's polarized society, building trust—and sustaining it—has never been more important or seemingly elusive. *Trust Works!* provides a common language and essential skills that can replace dissension with peace and cooperation and help us all work together productively and in harmony.

Learn how to apply the “ABCD trust” model to address the factors that lead to discord, including low morale, miscommunication, poor response to problems and issues, and dysfunctional leadership.

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Editorial Review

Review

“Outstanding! In a world where people can’t always be counted on, this book shows you how to recognize the trust busters-as well as boost your own trustworthy behavior.” (DR. PHIL MCGRAW, #1 *New York Times* bestselling author of *Life Code* and host of the "Dr. Phil" show)

“There’s nothing more important than building trust-without it, you’ll never achieve your goals. This profound little book can help you make big things happen.” (Stedman Graham, chairman and CEO of S. Graham & Associates and author of *Identity: Passport to Freedom*)

“To achieve your dreams, you first have to learn to trust yourself and then inspire others to trust you. In clear, simple terms, this book shows you how. Read it!” (Anthony Robbins, entrepreneur, peak performance strategist, and author of *Awaken the Giant Within* and *Unlimited Power*)

“I am a raving fan of Trust Works!. The ABCD model is simple, easy to remember, and actionable.” (Garry Ridge, CEO of WD-40 Company and coauthor of *Helping People Win at Work*)

“Not only is Trust Works! fun to read, but it also provides invaluable tools for building greater trust-or repairing trust that’s been broken. Required reading for individuals and organizations alike.” (Ken Druck, PhD, author of *The Real Rules of Life* and *The Secrets Men Keep*-and the original executive coach)

“Trust Works! addresses what is often a fuzzy concept-trust-in a clear and logical manner. Timely and engaging, this book is sorely needed.” (Richard Whiteley, author of *The Corporate Shaman* and *The Customer Driven Company*)

“I enjoyed every thought expressed in Trust Works! Ken, Cindy, and Martha have hit a home run in the game of life with this magnificent offering.” (Colleen Barrett, coauthor of *Lead with LUV* and president emeritus of Southwest Airlines)

“Building high-trust relationships is the foundation of effective leadership. With typical Blanchard brilliance, Trust Works! demystifies the complex concept of trust and identifies the core behaviors necessary to build and restore it.” (Jim Irvine, manager of talent management and organizational learning at Nissan North America and coauthor of *Your Resume Sucks!*)

“In life and particularly in management, trust is critical. Simple, clear, and focused, Trust Works! is full of practical ideas that can immediately be applied to boost morale and productivity. A must-read for every manager.” (Lisa Doyle, vice president of learning and development, Lowe's Companies, Inc.)

“Ken and his coauthors lead us on a skillful journey of understanding how, whom, and why we learn to trust. Trust Works! is an essential teaching for anyone seeking to deepen their best work in the good soil of sustainable, trustworthy, road-tested wisdom.” (Rev. Wayne Muller, founder of the Institute of the Southwest and bestselling author of *Sabbath* and *A Life of Being, Having, and Doing Enough*)

From the Back Cover

Trust Works!

How to build it—How to keep it

In this enlightening guide developed from his popular Trust Works! training program, #1 bestselling author and management guru Ken Blanchard turns his vast knowledge and insight to one of the most timely and complex issues that affects all areas of our lives.

Once upon a time, a dog and a cat lived together with other animals and the humans who cared for them. But canine and feline did not trust each other—a situation that led to fighting, backbiting, and sabotaging that soon affected the whole household.

Unless their conflict was resolved, all of the pets would lose their home. Fortunately, a wise old parrot stepped in, teaching dog and cat the ABCDs of trust. As each became aware of the unconscious behaviors at the root of their hostility, dog and cat discovered how to change their behavior—a mutual transformation that created a happy, productive environment for all.

In *Trust Works!* Ken Blanchard applies that fable to real-life situations to show anyone how to get along better with those around them. He outlines his ABCD trust model and uses it to address the factors that lead to discord, including low morale, miscommunication, poor response to problems and issues, and dysfunctional leadership.

In today's polarized society, building trust—and sustaining it—has never been more important or seemingly elusive. *Trust Works!* provides a common language and essential skills that can replace dissension with peace and cooperation and help us all work together productively and in harmony.

About the Author

Ken Blanchard, PhD, is one of the most influential leadership experts in the world. He has co-authored 60 books, including *Raving Fans* and *Gung Ho!* (with Sheldon Bowles). His groundbreaking works have been translated into over 40 languages and their combined sales total more than 21 million copies. In 2005 he was inducted into Amazon's Hall of Fame as one of the top 25 bestselling authors of all time. The recipient of numerous leadership awards and honors, he is cofounder with his wife, Margie, of The Ken Blanchard Companies®, a leading international training and consulting firm.

Cynthia Olmstead founded TrustWorks Group in 1987 and served as its president until it was bought by The Blanchard Companies in 2010. A group development expert, she recognized that the core of many problems is the lack of trust.

Martha Lawrence is a former editor at Simon & Schuster and Harcourt. She is an executive editor at The Ken Blanchard Companies.

Users Review

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David Jones:

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Anthony Carter:

With this era which is the greater individual or who has ability in doing something more are more important than other. Do you want to become one among it? It is just simple strategy to have that. What you have to do is just spending your time very little but quite enough to possess a look at some books. One of several books in the top list in your reading list is actually Trust Works!: Four Keys to Building Lasting Relationships. This book and that is qualified as The Hungry Hills can get you closer in getting precious person. By looking upwards and review this e-book you can get many advantages.

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