



Leading Conversations Friday at 10 AM Pacific

January 13th 2012: Smart Trust: Leaders Go First

Cheryl Esposito welcomes Stephen M. R. Covey & Greg Link, co-authors of Smart Trust: Creating Prosperity, Energy, & Joy in a Low-Trust World. The first job of a leader is to inspire trust, and the second is to extend it. So say Covey & Link. In Smart Trust, they tell us that a powerful, global renaissance of trust has begun. Sparked by recent world events, business ethics, and transparency enabled by the internet, this call for a renaissance of high trust leadership is reverberating around the globe. Smart Trust is judgment. It's a competency and a process that enables us to operate wi

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Featured Guests



Stephen M. R. Covey

Stephen M. R. Covey is the New York Times and #1 Wall Street Journal bestselling author of The SPEED of Trust, and co-author of the #1 Amazon bestseller Smart Trust. He is the former CEO of Covey Leadership Center, which under his stewardship became the largest leadership development company in the world. Stephen personally led the strategy that propelled his father's book, Dr. Stephen R. Covey's The 7 Habits of Highly Effective People to be a best seller. As President and CEO, Stephen nearly doubled revenues while increasing profits by 12 times. During his tenure, he grew the company from \$2.4 million to \$160 million and orchestrated the merger of Franklin Quest to form FranklinCovey.

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Greg Link

Greg Link is the co-author of Smart Trust written with Stephen M.R. Covey and contributor Rebecca R. Merrill. Greg is the cofounder of CoveyLink, FranklinCovey's Global Speed of Trust Practice, and the former Covey Leadership Center. A trusted executive confidant, advisor, and compelling speaker, Link is a recognized authority on trust, leadership, sales, marketing, and high performance. He led the strategy that propelled Covey's father's book, The 7 Habits of Highly Effective People, to be one of the two most influential business books of the 20th century.

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