



**FranklinCovey**  
Education

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## THE 5 EMERGING FORCES

1. The Nature of the *World* Has Changed
2. The Nature of *Work* Has Changed
3. The Nature of the *Workplace* Has Changed
4. The Nature of the *Workforce* Has Changed
5. The Nature of *Choice* Has Changed



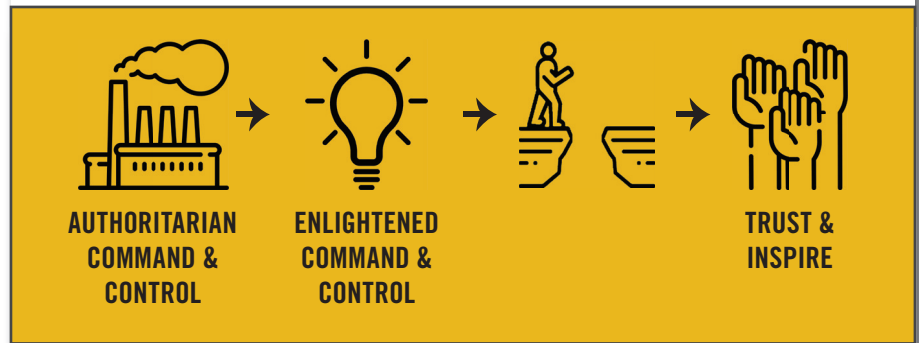
## THE 2 EPIC IMPERATIVES

1. Win in the Workplace  
by **Inspiring** a High-Trust Culture
2. Win in the Marketplace  
through Collaboration and **Innovation**

*Trust & Inspire* leader: \_\_\_\_\_

*Command & Control* leader: \_\_\_\_\_

## The Meta-Style Continuum



### I BELIEVE...

### SO MY JOB AS A LEADER IS TO...

People have greatness  
inside them

Unleash their potential,  
not control them

People are  
whole people

Inspire,  
not merely motivate

There is enough  
for everyone

Elevate caring  
above competing

Leadership  
is stewardship

Put service  
above self-interest

Enduring influence  
is created from  
the inside out

Go first

HOW TRULY GREAT LEADERS  
UNLEASH GREATNESS IN OTHERS

**TRUST  
&  
INSPIRE**

BESTSELLING AUTHOR OF *THE SPEED OF TRUST*  
**STEPHEN M. R. COVEY**  
with David Kasperson, McKinlee Covey, and Gary T. Judd

# The 3 Stewardships of a Trust & Inspire Leader

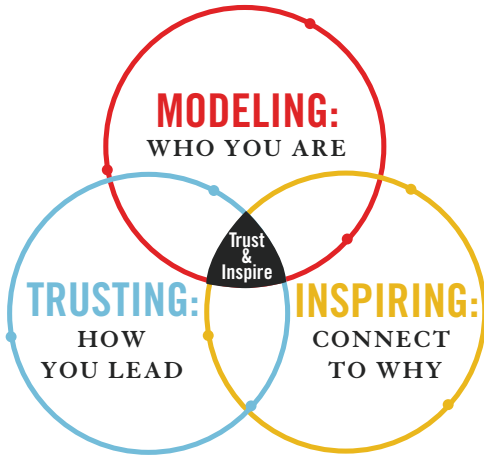
A Venn diagram with three overlapping circles. The top circle is red and labeled 'MODELING: WHO YOU ARE'. The bottom-left circle is blue and labeled 'TRUSTING: HOW YOU LEAD'. The bottom-right circle is yellow and labeled 'INSPIRING: CONNECT TO WHY'. The central intersection of all three circles is a black triangle containing the text 'Trust & Inspire'.

**MODELING:**  
WHO YOU ARE

**TRUSTING:**  
HOW YOU LEAD

**INSPIRING:**  
CONNECT TO WHY

Trust & Inspire



## 5 COMMON BARRIERS TO BECOMING A TRUST & INSPIRE LEADER

**Barrier #1:** *This won't work here.*

**Barrier #2:** *Fear—or “But what if...”*

- *But what if I lose control?*
- *But what if it doesn't work?*
- *But what if I've been burned before?*
- *But what if I don't get the credit?*
- *But what if I'm not as confident as you think I am?*

**Barrier #3:** *I don't know how to let go.*

**Barrier #4:** *I'm the smartest one in the room.*

**Barrier #5:** *This is who I am.*

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Trust & Inspire Transformation Cards  
[trustandinspire.com](http://trustandinspire.com)

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trustandinspire.com

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### 3 STEWARDSHIPS:

