



# Trust Matters: For Organisational and Personal Success

*S. Bibb, J. Kourdi*

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Trust is seemingly in decline in contemporary society, yet its significance and value is undiminished. Numerous scandals afflicting business and politics, the growth of spin and a loss of faith in leaders as people with strong values have all eroded levels of trust. As trust becomes a scarcer commodity, those people and organizations that possess it have a distinct advantage. Trust matters - in fact, it is essential for: · Organizational Success and Profitability · Winning and Retaining Customers · Effective Leadership · Innovation and Creativity · Motivating and Energising People · Managing Risk · Personal Satisfaction, Fulfilment and Success This book is about trust: What can be achieved when it's present, what can happen when it's not and how to develop it.

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