

Building Higher Trust 67 Trust and Inspire

by Bob Whipple, MBA, CPTD



On April 5, Stephen M.R. Covey released his third book entitled “Trust and Inspire.” I was fortunate to receive an advance copy of the book, and I really enjoyed it. The book is rich with examples to illustrate Stephen’s main point.

Main Premise

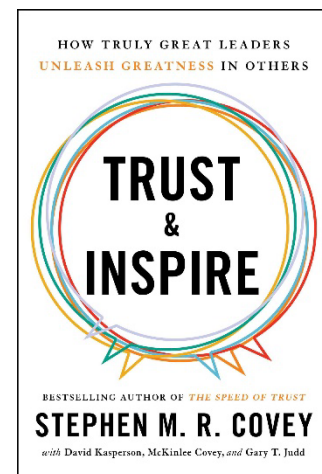
The conventional working world has been operating under a “Command and Control” mentality for many decades. This method of leading worked well to obtain compliance in simpler times. Unfortunately, mere compliance is not enough to survive in the current world. Today it is necessary to unleash the greatness in people at all levels that remain dormant under Command and Control.

Enlightened Command and Control

Many leaders have shifted to what Stephen calls “Enlightened Command and Control.” This style of leadership (informed acquiescence) attempts to gain greater engagement by doing more cheerleading. It is only partially successful in today’s environment because it does not liberate the greatness in people.

Much more Effective Style

Stephen makes a strong case that a better way to lead in the current climate is to “Trust and Inspire.” This style of leadership allows the seeds of greatness that are already in the vast majority of workers to blossom. The seeds were there all along. Unfortunately, the Command and Control mentality just did not provide the nurturing force to allow full bloom.



Comparisons

Throughout the book, Stephen illustrates the difference between Command and Control and Trust and Inspire by providing paired comparisons.

The Impact of This Book

I believe this book will be one of the top leadership books of this decade. It logically lays out a pathway to better performance. Stephen shares scores of examples to illustrate the power of this new leadership style. Pick up a copy of this book and read it – twice.

Put the wisdom of “Trust and Inspire” in your leadership practice. I promise you it will be many times more effective. [Order “Trust and Inspire” now.](#)

Bob Whipple, MBA, CPLP, is a consultant, trainer, speaker, and author in the areas of leadership and trust. He is the author of: *The Trust Factor: Advanced Leadership for Professionals*, *Understanding E-Body Language: Building Trust Online*, and *Leading with Trust is Like Sailing Downwind*. Bob has many years as a senior executive with a Fortune 500 Company and with non-profit organizations.

