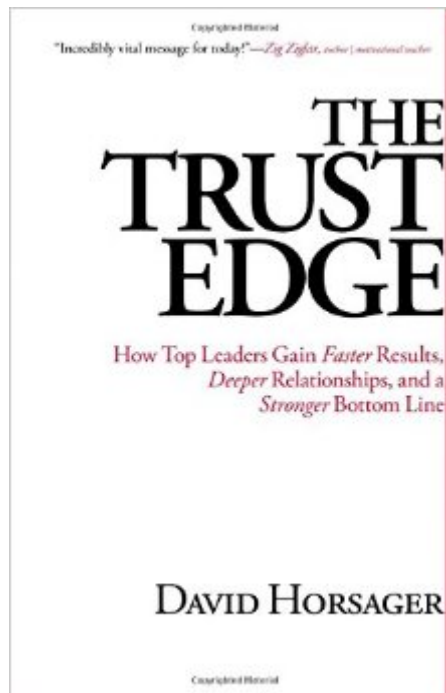


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# The Trust Edge: How Top Leaders Gain Faster Results, Deeper Relationships, And A Stronger Bottom Line



## Synopsis

In this widely popular book, David Horsager presents the ultimate guide to earning, maintaining, and even rebuilding the most critical factor of every business relationship—trust. In *The Trust Edge*, David Horsager reveals the foundation of genuine success—trust. Based on research but made practical for today's leader, *The Trust Edge* shows that trust is quantifiable and brings dramatic results to businesses and leaders. In this book, Horsager teaches readers how to build the 8 Pillars of Trust: 1. Clarity: People trust the clear and mistrust the ambiguous. 2. Compassion: People put faith in those who care beyond themselves. 3. Character: People notice those who do what is right over what is easy. 4. Competency: People have confidence in those who stay fresh, relevant, and capable. 5. Commitment: People believe in those who stand through adversity. 6. Connection: People want to follow, buy from, and be around friends. 7. Contribution: People immediately respond to results. 8. Consistency: People love to see the little things done consistently. When leaders learn how to implement these pillars, they enjoy better relationships, reputations, retention, revenue, and results. Fascinating and timely, *The Trust Edge* unveils how trust has the ability to accelerate or destroy any business, organization, or relationship. The lower the trust, the more time everything takes, the more everything costs, and the lower the loyalty of everyone involved. Conversely, an environment of trust leads to greater innovation, morale, and productivity. The trusted leader is followed. From the trusted salesperson, people will buy. For the trusted brand, people will pay more, come back, and tell others. Trust, not money, is the currency of business and life!

## Book Information

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## Customer Reviews

"The Trust Edge - How Top Leaders Gain Faster Results, Deeper Relationships and a Stronger Bottom Line" I love the way the full titles of books these days describe the book. "Trust, not money, is the currency of business and life". The gist of the message is leaders need trust and there is a lack of trust in the world today. Horsager cites numerous examples of low trust and explains the damage that causes. He also describes the value of having high trust. He goes on to explain how to gain trust. I know that with trust, leaders can do great things and with low trust, nothing happens. He talks about the 8 pillars of Trust. One I particularly liked was 3 - Character - People notice those who do what is right over what is easy. There are sections in the book that echo those found in most self help books (like my Time Management book). It even has a section on time management and how to handle email more efficiently. He includes what he calls magnetic traits with corresponding repellant traits. Things like Grateful vs Thankless, Good Listener vs Talker, Optimistic vs Pessimistic, Honest/real vs Exaggerating. I can identify with each trait. I do not see them as black and white, rather they are all on a continuum. I loved the many quotes throughout. Gives me many more to tweet. There was even another quote for me about habits by Charles Noble "First we make our habits, then our habits make us. The book is well researched with 13 pages of footnotes. Good read. I recommend it.

When I first read this book I thought it was the next best thing to Jim Collin's "Good to Great". We used this book for a monthly team-building chapter by chapter lunch discussion among the lead operations staff that run the Minneapolis-St. Paul International Airport and found it insightful and applicable to our day to day relationships with each other, our staff, our tenants and customers. Good to see this book get even more exposure and distribution with Simon and Schuster as publishers! Steve Wareham, Director of MSP Operations

I have loved reading this book. If you are interested in becoming trusted not only at work, but in every context and relationship in my life, this would be the book to pick up! Horsager puts to words the very heartbeat of business and relationships with a foundation of trust. With clear and relevant examples the Trust Edge has helped me develop as a professional and a friend.

Dave does an excellent job of sifting through the sales psycho babble and gets to the heart of the

matter - If someone trusts you or what you are doing as "whole" or with "purpose" you will be successful in translating your message to them. Read it, and be enriched! Stieg Strand

It's not always easy to get my mind around words like trust, leadership, success, etc... The Trust Edge presents 8 pillars of trust with examples and ways to implement - great language for a team or company to use together. Planning to buy books for my staff.

Horsager is right on target! This is one of the best Business books I have read recently. Simple concept; but it takes time, commitment & consistency. Turn your ship around - it will make a huge difference in growing your business & retaining employees. Customers are fickle - they'll go anywhere - but if you gain their trust, they'll come back every time. I totally believe David's concept & 'trust' it will be a huge factor in developing my business.

A fresh perspective on the impact of trust in a company and in our everyday relationships, this book is a wake-up-call when I needed it most. Dave Horsager makes so many meaningful points in this book, you won't be able to highlight or write them down fast enough. I've read dozens of books on leadership over the years, and few stand out as unique as his. From the beautiful design of the book and pages in the book, to the thought-provoking trust lessons shared throughout the book, it's an original. His eight pillars of trust (clarity, compassion, character, competency, commitment, connection, contribution and consistency) are what we are now aiming to embed in the culture of my company. He argues that trust is "not a soft skill" and how having a trust strategy in your organization, embracing the principles of the eight pillars, can strengthen your brand and grow your business. At the end of each chapter Dave outlines and asks you trust-based questions to embody the principles taught, so you can carry them out and take action in your organization and everyday life. A must-read for business leaders, entrepreneurs and parents. Where doesn't trust matter in our lives?

It doesn't matter if you work at a mega-corporation or from home, The Trust Edge will affect how you do business - and live your life. It's a must read for anyone who is serious about seeing results and getting the most out of themselves. \*\*President - World of Travel

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