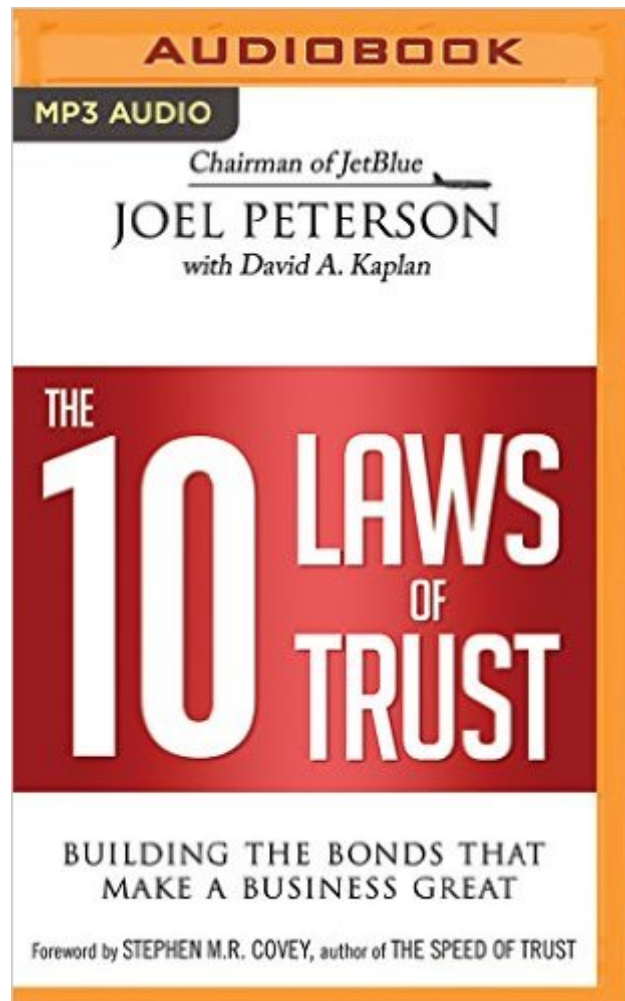


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# 10 Laws Of Trust, The: Building The Bonds That Make A Business Great



## Synopsis

Trust is the glue that holds an organization together. It turns secrecy into transparency, micromanagement into empowerment, and conflict into creativity. With it, a tiny company like John Deere grew into a worldwide leader. Without it, a giant corporation like Enron toppled. In *The 10 Laws of Trust*, JetBlue chairman Joel Peterson explores how a culture of trust gives companies an edge. Consider this: What does it feel like to work for a firm where leaders and colleagues trust one another? Freed from micromanagement and rivalry, every employee contributes his or her best. Risk-taking and innovation become the norm. And, as Peterson notes, "When a company has a reputation for fair dealing, its costs drop: trust cuts the time spent second-guessing and lawyering." In clear, engaging prose, highlighted by compelling examples, Peterson details how to establish and maintain a culture of trust. Steps include:

- Start with integrity
- Invest in respect
- Empower everyone
- Require accountability
- Create a winning vision
- Keep everyone informed
- Budget in line with expectations
- Embrace conflict
- Forget "you" to become an effective leader
- And more

With this book in hand, you'll be able to plant the seeds of trust and reap the rewards of reputation, profits, and success.

## Book Information

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## Customer Reviews

A great guiding light of the straight and narrow. Doing the right thing is not always easy in business but it is up to our leaders to project the example for the rest of their company to follow. Someone once told me that a leader of any company has to be extremely careful about what he or she says

because first of all it will ten times louder than if anyone else in the company said it and secondly it will be repeated by everyone in the company. So leaders must be aware of this and tread lightly all the while leading the company to be the best it can be. The author Joel Peterson is the Chairman of Jet Blue Airlines which is my favorite airlines and thus the reason for why I wanted to read this book. So for a minute here I am going to talk about Jet Blue and the people I have met on Jet Blue since I fly the least forty times a year. And good news I have to say that what Chairman Peterson is selling in this book—Trust—is evident in the day to day operations of this company. When a number of my associates and I were bashing the airlines the other day—a common practice among business people. I spoke up and defended Jet Blue by saying that no matter what happens and we all know that yes stuff happens that people at Jet Blue always give me the feeling that they give a damn. They genuinely try to do their best and they act at all times like they have the customer in mind. Unlike some of the other airlines who could not care less about the customers and yes we know it. In the end I was telling my colleagues that I trust the people of Jet Blue to do right by me. And that's before I read this book. The point I am trying to make is that this guy is walking the talk. His company is an actual representation of the message he is getting across in his book.

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