



## FranklinCovey's Speed of Trust Solution Key to Building Workplace Trust

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### ***Research Study Validates FranklinCovey's Speed of Trust® Model; 'Rarely Seen High Validity and Reliability' – Predictive of Team, Organizational and Market Trust***

SALT LAKE CITY--(BUSINESS WIRE)--Feb. 16, 2017-- [FranklinCovey Co.](#) (NYSE: FC), a leader in organizational performance improvement, and FranklinCovey South Africa, a licensee partner, today announced results of a research study which validates [FranklinCovey's Speed of Trust®](#) model (4 Cores of Credibility® and the 13 Behaviors of High Trust®) as scientifically reliable and valid.

[Consulta Research](#), a leading customer insights consulting and research firm based in South Africa, examined FranklinCovey's Trust Index Model to determine the Model's strength in consistently building trust.

The two dimensions of the FranklinCovey Trust Index Model were measured against scientific and statistical criteria of reliability, validity and generalizability. The statistical results indicate that the dimensions of the Speed of Trust model are scientifically representative of how trust is formed in the minds of employees, with results exceeding international standards of statistical reliability and validity.

The study, which included 179 organizations across 10 separate industries, found that the 4 Cores of Credibility and the 13 Behaviors of High Trust, the principles taught exclusively through FranklinCovey's Speed of Trust work sessions are, in combination, exceptionally predictive of the trust that exists within teams, and are a proven and valuable method for creating trust within organizations.

Marlinie Ramsamy, CEO of [FranklinCovey South Africa](#), said, "In order to contribute to the vision of the future of South Africa, and the globe, we needed to confront the reality of where we are now. The international standards by which The Speed of Trust model was measured will resonate beyond the borders of corporate South Africa. This baseline gives us a view of the current perception of trust within corporate South Africa, but it also provides a glimpse into the vital role trust plays in all organizational settings. The call and need for protagonists in this renaissance of trust is critical, not only in a developing country like South Africa, but also to established, global economic players."

According to the researchers:

*The Trust Index Model (4 Cores of Credibility & 13 Behaviors) met all the criteria to be accepted as a robust, scientific Structural Equation Model, i.e.: Bentler Comparative Fit Index: 0.872*

Also, FranklinCovey's trust model was measured for Cronbach's alpha, an accepted measure of scale that indicates reliability and validity. Each dimension's Cronbach's alpha measured above 90 percent, 91 and 98 percent respectively for the 4 Cores of Credibility and the 13 Behaviors of High Trust.

Achieving an alpha above 90 percent classifies the subject of study as having an internal consistency level of "Excellent," the highest classification in the Cronbach measurement.

"The ability to develop, restore and extend trust with all stakeholders is the key leadership competency of the global economy," said [Stephen M. R. Covey](#), author of *The New York Times* and #1 *Wall Street Journal* bestseller, [The Speed of Trust: The One Thing That Changes Everything](#). "This research validates that FranklinCovey's Speed of Trust model bridges the gap between 'why' trust is so vital to organizational performance, and more importantly, 'how' to do something about it. With high-trust cultures, organizations can increase productivity, engagement and collaboration, streamline execution, build better leaders and improve customer satisfaction. The Speed of Trust model and work sessions allow organizations to solve these organizational performance puzzles with greater speed and at less cost."

Additionally, the study found that the trust within teams is highly predictive (97%) of the trust that exists within an organization. The research also shows that the "Overall Company Speed of Trust Index Score explains or predicts 73% of an organization's Market Trust."

Adré Schreuder, Ph.D. and CEO of Consulta Research, said, "In all my years of academia and research, I have rarely seen such a robust model with such high reliability and validity."

"Data regarding the positive impact of high trust on organizational outcomes is overwhelming and clear," said Gary Judd, FranklinCovey's Speed of Trust Global Practice Leader. "Multiple studies over decades have conclusively shown that high trust is a key component for success across multiple facets of organizational performance. A high-trust culture is the foundation for increasing customer loyalty and retention, maintaining a competitive market position, sustained business results and increasing profits, improving employee retention, engagement, commitment, and collaboration, among others. The dilemma that exists for teams and organizational leaders, which our Speed of Trust framework and process addresses, is how to create a high-trust culture."

FranklinCovey's Speed of Trust work sessions are created to help organizations build trust through a simple, actionable framework and process. Since the introduction of The Speed of Trust into FranklinCovey's suite of content and solutions, FranklinCovey clients have provided many practical testimonials confirming the effectiveness of the Speed of Trust framework and process.

These testimonials are now backed by research data which proves the Speed of Trust Organizational Index, as well as the framework and process of The Speed of Trust work sessions, are a reliable and valid index and method to creating trust within teams, organizations and in the marketplace.

To see an overview of the study, and to read the complete research methodology and study, please visit: <http://www.speedoftrust.com/PDFs/Speed%20of%20Trust%20Validity%20Study%20slipsheet%20with%20Link%20Revised.pdf>

To learn more about your team or organization's Speed of Trust Index score, or for more information regarding [The Speed of Trust work sessions](#), call 1-888-868-1776.

#### **ABOUT FRANKLIN COVEY CO.**

[Franklin Covey Co.](#) (NYSE: FC) is a global, public company specializing in organizational performance improvement. We help organizations and individuals achieve results that require a change in human behavior. Our expertise is in seven areas: leadership, execution, productivity, trust, sales performance, customer loyalty and education. Franklin Covey clients have included 90 percent of the Fortune 100, more than 75 percent of the Fortune 500, thousands of small and mid-sized businesses, as well as numerous government entities and educational institutions. Franklin Covey has more than 100 direct and partner offices providing professional services in over 150 countries and territories.

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