

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

## AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that--our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?  
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

**Need help?** Contact 1-877-566-9441 or visit [www.amanet.org/2604](http://www.amanet.org/2604)

## Leading at the Speed of Trust

### Accelerate performance and reduce waste by building leadership trust.

By FranklinCovey—now available through AMA.

*Leading at the Speed of Trust* is based on the teachings of Stephen M.R. Covey.

Is a lack of trust eroding your organization's profitability? Many businesses fail to recognize that trust-related problems like redundancy, bureaucracy, fraud and turnover eat away at an organization's bottom line in the form of slowed productivity, diverted resources and missed opportunities. What's more, a lack of trust among customers chips away at brand integrity,

This two-day workshop can help you transform trust from an often-ignored liability to a strategic advantage in the marketplace. Doing business at the "Speed of Trust" dramatically lowers costs, speeds up results and increases profits and influence. This highly interactive workshop uses powerful tools to engage you in the real work of identifying and closing the trust gaps that exist in your organization. Instead of paying outrageous "Trust Taxes," you can begin to realize "Trust Dividends"—and get the benefits of a key issue most businesses ignore.

### How You Will Benefit

- Know how trust building can accelerate growth, enhance collaboration and promote innovation
- Learn how others perceive your trustworthiness from your personal tQ™ Report
- Understand the real, measurable Trust Taxes you may be paying without knowing it
- Change Trust Taxes to Trust Dividends—the benefits that come from growing relationships of trust
- Make action plans to build Trust Accounts with all key stakeholders
- Begin using the Language of Trust as an important cultural lever

### What You Will Cover

- Self Trust®: Taking responsibility and acting with integrity
- Relationship Trust®: Developing and restoring trust
- Organizational Trust®: Leading change and creating a shared vision
- Market Trust®: Developing loyal customers and enhancing organizational reputation

- Societal Trust®: Giving back to the community and contributing to society

## Who Should Attend

Senior managers, directors, VPs and all others in leadership positions who wish to improve profitability and reduce waste by promoting a culture of trust.

## Special Feature

### PRE-WORK REQUIRED

Upon registration you will receive a link to the Trust Quotient™ (tQ) self-administered 360 assessment to measure how others perceive you.

### ATTENDEES WILL RECEIVE

Participant Guide

Tools on CD

DVD with select course videos

Reference Cards to help you navigate through trust issues

Trust Action Plan – a tool to decide what action to take to build trust in a given situation

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