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“Trust, Inc. really challenged me to reflect on my own perceptions of trust, understand the needs of others, create a framework to build stronger genuine relationships (both personally and professionally), and be a more effective leader!”

--Jeffrey Buell, vice president, customer experience, Comcast

# TRUST, INC.

**How to Create a Business Culture That Will Ignite Passion,  
Engagement, and Innovation**

**Nan S. Russell**

*Author of **The Titleless Leader***

Surveys and statistics abound: only 22% of the public trust government.... Only 10% of employees trust management.... 50% of a class is suspected of cheating.... We have trust issues!

It's a difficult time to be a leader. The majority of employees are disengaged, their discretionary efforts tamed, passions for work fleeting, and ideas tethered. Nan S. Russell, consultant and leadership expert, says we can build trust individually, in pockets, in our groups, in our workplace.

**TRUST INC: How to Create a Business Culture That Will Ignite Passion, Engagement, and Innovation** (Career Press, Nov 2013) shares how you can create a workplace where engagement, passion and great work thrive.

“Trust isn't about *those* people in senior management; it's about us in our individual work groups. If someone works for you or with you, it's *your* trust that matters most to them. You're the one having everyday impact on their work,” states Russell.

As such, **TRUST, INC.** offers local solutions and teaches readers how to create their own Trust, Inc. -- trust-pockets, where people show up and do great work.

Divided into three parts, **TRUST, INC.** offers specifics about trust-pockets and trusted bosses, plus what it looks like to make trust currency, and the dividends to expect from your investment

– engagement, innovation, and accountability; specifics about what you’ll need to do as a Trust, Inc. leader to make, build, and sustain trust; and a look beyond Trust, Inc. to the setbacks and stumbling blocks you may encounter, including how to restore broken trust.

**TRUST, INC.** offers practical “what-does-it-look-like?” approaches and “how-does-it-happen?” tips, exercises, and insights.

Don’t let what you can’t do affect what you can. **TRUST INC.** gives you real-world ways to create, nurture, and sustain authentic trust in your work group.

For more information about **TRUST INC.**, please contact Tess Woods at [tess@tesswoodspr.com](mailto:tess@tesswoodspr.com).

**ABOUT THE AUTHOR:**

**Nan S. Russell** is the author of *The Titleless Leader* and *Hitting Your Stride*. Her practical insights and workplace wisdom are grounded in real-world experience, including a career that took her from a minimum-wage employee to vice president of a multibillion-dollar company.

Today, Russell is a national speaker, consultant, and a blogger for PsychologyToday.com on the topic of “Trust: The New Workplace Currency.” Her “Winning at Working” column can be found in more than 90 publications. Russell has a BA from Stanford University and an MA from the University of Michigan. She lives in northwestern Montana.

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**Nan S. Russell**  
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