



# TRUST!

THE MAGAZINE OF TRUST ACROSS AMERICA-TRUST AROUND THE WORLD

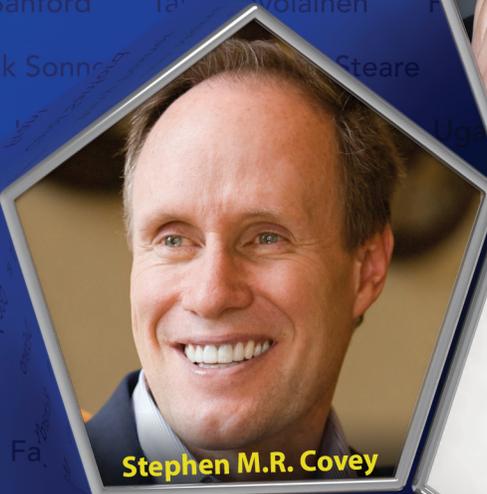
WINTER 2015

WWW.TRUSTACROSSAMERICA.COM

VOL. 1 • NO. 2



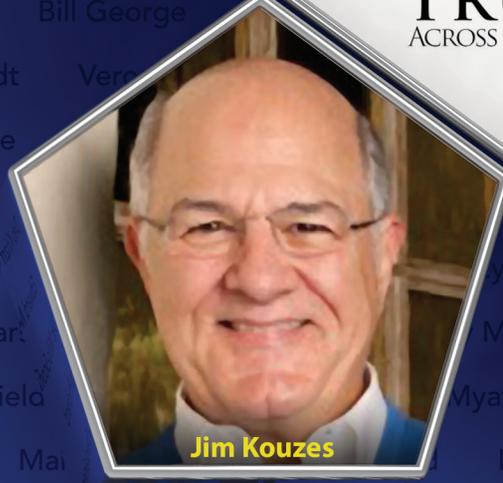
**Patricia Aburdene**



**Stephen M.R. Covey**



**Bill George**



**Jim Kouzes**



**Jeffrey Seglin**

## 2015 Top Thought Leaders in TRUST

**Deb Mills-Scofield:** Trust and integrity are core to her career since the start at Bell Labs and in her consulting with clients, asking them to match 10% of her fee to improve others lives and working with them to exemplify trust with each other and their employees to create a collaborative culture that succeeds. [Her blog](#) stresses an underlying theme of trust, integrity and the power of vulnerability in being a true leader. [@dscofield](#)

**Nicholas Morris:** Academic Visitor and Senior Research Associate at Balliol College, Oxford. He is an economist with 35 years of wide-ranging experience. He was a co-founder and then Chief Executive of London Economics, for a period of 14 years. Author of [Capital Failure, Rebuilding Trust in Financial Services](#).

**Mike Myatt:** CEO at [N2growth](#) and a leadership advisor to Fortune 500 CEOs and Boards who believes “trust is the cornerstone of leadership.” Mike is widely regarded as America’s Top CEO Coach. His latest book is [Hacking Leadership](#). [@mikemyatt](#)

**Indra Nooyi:** Chairman and CEO of PepsiCo. Mrs. Nooyi is the chief architect of [Performance with Purpose](#), PepsiCo’s promise to do what’s right for the business by doing what’s right for people and the planet.

**Tom Patterson:** A global [thought leader for corporate trust](#), Tom is a silicon valley based security executive with Government, corporate, global, and big-four executive experience, leveraging his immersion in all facets of security to improve businesses around the world. Tom thrives on delivering the real security benefits that build trust and grow businesses. [@TomTalks](#)

**Joel Peterson:** currently serves as Chairman of JetBlue Airways. Joel is also the Founding Partner of Peterson Partners and has been teaching entrepreneurial management at Stanford’s Graduate School of Business for over 20 years. Joel frequently writes about trust in business as a Forbes [blogger](#). [@JoelCPeterson](#)

**Barry Posner:** A [leadership scholar](#) for over 30 years, Barry is one of the leading researchers in leader credibility and exemplary leadership practices. His work on credibility, with coauthor Jim Kouzes, deepens our understanding of the importance of trustworthiness as an essential leader quality. Barry is the coauthor of the award-winning book, [The Leadership Challenge](#). [@KouzesPosner](#)

**Skip Prichard:** A CEO who has run organizations from \$200 million to over \$1.5 billion. Seeing the success of trust principles in corporate life, Skip decided to start his popular [Leadership Insights](#) blog where he shares his ideas and spotlights others and the importance of leadership and trust. [@SkipPrichard](#)

**Mario Alonso Puig:** A General Surgeon for more than 25 years, Mario has devoted much of his life to the study of higher brain function. [In the business world](#), Dr. Puig is considered one of the most prestigious speakers in the fields of motivation, leadership and creativity. [In this video](#), he discusses the intersection of trust and generosity. [@MarioAlonsoPuig](#)

**Roy Reid:** As Executive Director of Communications at the University of Central Florida [College of Business](#), Roy is part of a team that is working to change a culture and improve the landscape of business education. He is an award-winning business expert and author of Outrageous Trust®, a program that provides a framework and understanding of how to improve outcomes by earning and improving trust. [@royreid](#)

**David Reiling:** Social entrepreneur and values-based community banker David is CEO of the Minnesota-based and family-owned [Sunrise Banks](#). He is also a national advocate for financial inclusion who has pledged to make Sunrise “the most innovative bank empowering the underserved to achieve” in order to “radically change the way urban communities

and underserved people access financial services.” His story of trustworthy leadership was told in [TRUST! Magazine Fall 2014](#) issue. [@ReilingDavid](#)

**Dennis & Michelle Reina:** Founders of [Reina, a Trust Building Consultancy](#). This husband and wife team are thought leaders in measuring, developing and restoring trust through over 20 years of research and practice in the US and abroad. They are co-authors of several award-winning books including [Rebuilding Trust in the Workplace: Seven Steps for Renewing Confidence, Commitment and Energy](#). [@DrMichelleReina](#) [@Dr.DennisReina](#)

**Nan Russell:** From being the architect and influence leader of a culture transformation while a Vice President at QVC, to today as the author of four business books including: [Trust, Inc.: How to Create a Business Culture that Ignites Passion, Engagement, and Innovation](#). [Nan's work](#) has always been about being a catalyst for creating workplaces founded on trust where people can show up and do great work. [@nan\\_russell](#)

**Carol Sanford:** A [consultant](#) to both Fortune 500 and new-economy businesses for more than 30 years. Carol believes that business can and will play a major role in creating a better world. She is the author of award-winning [The Responsible Business: Reimagining Sustainability and Success](#). [@carolsanford](#)

**Taina Savolainen:** [Professor of Management and Leadership](#) and leader of the research group of ‘Trust within Organizations’ in the University of Eastern Finland Business School. She is a trust educator, trainer and researcher for enhancing leadership and workplace trust-building skills.

**Per L. Saxegaard:** Founder & Executive Chairman of The [Business for Peace Foundation \(BfPF\)](#). The Foundation works worldwide to promote a better understanding of how ethical and responsible business

can contribute to building trust, stability and peace. Each year, the foundation arranges the Oslo Business for Peace Summit, which concludes with the presentation of the award to that year’s Honourees.

**Dov Seidman:** Founder and CEO of [LRN](#), a company that helps businesses develop ethical corporate cultures and inspire principled performance, and pioneer around the idea that the most principled businesses are the most profitable and sustainable. He is the author of [HOW: Why HOW We Do Anything Means Everything... in Business \(and in Life\)](#). [@DovSeidman](#)

**David A. Shore:** Former Associate Dean at Harvard University, School of Public Health, he founded and directed the School’s Forces of Change Program and Trust Initiative. Shore’s work on brand, reputation, and trust is part of his larger work on market dynamics and the strategies that most powerfully affect the creation of a unique and sustainable competitive advantage.

**Howard Schultz:** CEO of [Starbucks](#). Asked the secret of his success, he recounts four principles: “Don’t be threatened by people smarter than you. Compromise anything but your core values. Seek to renew yourself even when you are hitting home runs. And everything matters.” In [this video](#) Howard describes the future of corporations and their trust imperative. Howard recently co-authored a new book called [For Love of Country](#). [@StarbucksNews](#)



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**Jeffrey Seglin:** Lecturer of public policy and director of the communications program at Harvard Kennedy School, writes “[The Right Thing](#),” a weekly column on general ethics that has been syndicated by Tribune Media Services since September 2010. From 2004 through 2010, he wrote an ethics column distributed by The New York Times Syndicate. He is the author of [The Right Thing: Conscience, Profit and Personal Responsibility in Today’s Business](#). [@jseglin](#)

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