



**TRUST INC.  
A Guide for Boards & C-Suites**

Edited by Barbara Brooks Kimmel  
Publisher: Next Decade, Inc.  
Publication date: June 2014  
Price: \$16.95 / softcover  
ISBN: 978-1-93-291938-7

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**TRUST – THE BOARD & C-SUITE IMPERATIVE**

**New Book Features 100 Strategies from over 60 Global Experts on Building Organizational Trust at the Board & C-Suite Levels**

How can organizations expect to be trusted without the buy-in of senior leadership? Trust is not a soft skill. It's the hard currency behind the most profitable institutions.

**[TRUST INC.: A Guide for Boards & C-Suites](#)**, edited by Barbara Brooks Kimmel, Executive Director of Trust Across America – Trust Around the World, is the second book in the award-winning *TRUST INC.* series. It convenes over 60 experts from around the world including CEOs, academics, consultants, military leaders, and many others to share 100 strategies on building organizational trust at the Board & C-Suite levels.

Trust is not merely a soft skill or a social nicety. Research shows that trust is as important to successful and sustainable organizations as customer service or teamwork. One study by Watson Wyatt found that the rate of return to shareholders was almost three times higher at companies with high levels of trust than at those with low levels.

**TRUST INC.: A Guide for Boards & C-Suites** is organized into seven sections addressing various challenges of boards and executive leadership:

- *Trust and Corporate Culture*
- *Trust and the Role of the Board*
- *The CEO Who Leads with Trust*
- *Trustworthy Communications*
- *Trust and Engagement*
- *Trust Builders and Best Practices*
- *Trust Busters and Risk*

A major theme running through the book is that trust is the bedrock of great leadership, with significant implications for how the organization interacts with its stakeholders — customers, employees, vendors, shareholders, and the community. “Any Board members or C-Suite executives who don't evidence an unmistakable sensitivity to this societal drumbeat, do so at their own peril” writes Doug Conant, former CEO of Campbell Soup Company and currently CEO of ConantLeadership, in his contribution. “Help build a better world. Earn the trust and respect of all stakeholders...”on the other hand, there is no other hand.”

While each contributor has written in his or her own voice and style, they all arrive at the same conclusion — trust works. Regardless of whether the reader is the owner or Board Member of a small startup or the CEO of a Fortune 500 company, **TRUST INC.** provides lessons on how to reap the rewards of “trust at the top.”

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#### **About the Editor**

Barbara Brooks Kimmel is Co-founder and Executive Director of [Trust Across America –Trust Around the World](#) and editor of the 2014 Nautilus and Eric Hoffer award-winning book [Trust Inc. Strategies for Building Your Company's Most Valuable Asset](#). In 2012 Barbara was named one of “25 Women who are Changing the World” by Good Business International. A former consultant to McKinsey & Company, Barbara has owned the award-winning communications firm, Next Decade, Inc. for over 20 years. She majored in International Affairs at Lafayette College and has an MBA from Baruch at the City University of New York.

Trust Across America's mission is helping organizations build trust. For more information visit [www.trustacrossamerica.com](http://www.trustacrossamerica.com)