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Trust Works: Four Keys to Building Lasting Relationships

By Ken Blanchard, Cynthia Olmstead, Martha Lawrence

HarperCollins Publishers. Paperback. Book Condition: new. BRAND NEW, Trust Works: Four Keys to Building Lasting Relationships, Ken Blanchard, Cynthia Olmstead, Martha Lawrence, Bestselling author Ken Blanchard brings you the tie-in guide to accompany his TrustWorks! training program. Ken Blanchard is famous for his ability to make the seemingly complex simple. In Trust Works! he brings his talent to bear on the complicated and timely issue of trust. The book begins with an allegory - in this case, it's the story of a dog and a cat with major trust issues. Their fighting, backbiting, and sabotaging soon affects the whole household - including the humans. It quickly becomes clear that unless the ongoing conflicts can be resolved, all of the pets will be without a home. Through the counsel of a wise old parrot, the animals learn the ABCDs of trust, becoming aware of the unconscious behaviours that had been eroding their relationships and begin to change their actions. In the end, the results have a positive effect that reaches far beyond the dog and cats' relationship. Applying lessons presented in the fable to real life situations, Blanchard explores his ABCD trust model to address issues like poor morale, miscommunication in...



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