

# The One Sheeter<sup>®</sup>

## Insights into Strategic Growth

Published since 1997 and focused on leadership, staffing, and everyday ethics challenges



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## HOW I SEE IT

### **TRUST: The Biggest Little Word in Leadership and Life**

Can you continue to follow someone in a leadership position you don't trust?

Can you negotiate a business transaction with someone you don't trust?

Can you marry or stay married to someone you don't trust?

After over three decades of marriage, almost four decades in business, and having followed leaders and been in leadership positions for many years, I think these are very serious questions that need individual answers.

And yet I continue to be amazed at how many seemingly bright people seem to fool themselves into personal and professional relationships that don't seem to take the issue of TRUST seriously enough.

It always goes something like, "Well I thought he'd change" or "Well, I didn't think they'd do anything to damage their company's reputation" or "I thought they had more integrity than that." It is an unfortunate reality today that words like honor, duty, and honesty have given way to convenience, compromise, and relativity. Far too many people regard trust as an ability to fool people.

I'm not really sure why we don't talk about trust. Maybe it's because we're afraid it might reflect on our own trustworthiness. Maybe it's because we want something so badly or a relationship with someone so much that we don't want anything to stand in the way, even if it's a fundamental tenet like trust.

Every one of us can look at a personal, professional, financial, emotional, political, or community relationship or situation that absolutely was sustained or shattered because of trust.

Trust is one of those very tangible intangibles that holds us together, builds us up, and makes everything possible. It is at the root of hope, faith, investment, commitment, courage, commerce, parenting, learning, and leading.

If I trust you, we have innumerable possibilities ahead. If I don't trust you, no plan, no project, no potential exists for us to achieve or accomplish anything. That seems so simple and yet today we continually see examples of failure to accept that simple truth.

Our very global economic malaise, political unrest, terrorist activity is all predicated on proven or suspected inability to trust one another. I am in no position to turnaround the economy, end political nonsense, or defeat evil assaults on humanity around the world, but you know what I can do and you can too. You and I can commit to define our beliefs of what is right and wrong and then have the courage to stand up and be an example of what is right and speak out against what is wrong.

Regardless of the relationship or goal, all is rooted in trust. One of the greatest compliments that can ever be uttered is "I trust you!"

That's how I see it.

Vince Crew is a trusted and nationally recognized Thought Leader dedicated to helping owners and executives REACH their goals... ethically. The perspectives contained in this newsletter are no substitute for tailored counsel or programs designed for your particular situation. Contact us to discuss your specific needs.

[www.REACHdevelopment.com](http://www.REACHdevelopment.com)

## A TIP OR TWO

### 3 Rules for Professional Ethics

We all have values. It's the quest for maintaining them that is the true challenge. On a daily basis we're bombarded with influences that would cause us to go astray. Embrace these three guideposts and begin the successful journey to creating a reputation and a legacy of excellence.

- 1. Don't Compromise:** Nothing is worth everything. Turning against your principles will eventually kill the soul of integrity that is within your grasp.
- 2. Honor Your Family, then Your Company, then Your Community, then Your Industry:** Loyalty to professional integrity begins with a commitment to yourself and those who depend on you most. It is sometimes difficult to know which one should be a priority if there's ever a conflict.
- 3. Surround Yourself with Goodness:** Good people, good music, good books, good sayings, and good news will all influence you deeply. These are the only antidotes for the negativity that constantly surrounds us and tries to invade our souls.

source: adapted from *Everyday Ethics, Everlasting Consequences* by Vince Crew

## THOUGHTS FROM HERE AND THERE

If people like you they'll listen to you, but if they trust you they'll do business with you. Zig Ziglar

Sin has many tools, but a lie is the handle which fits them all. Oliver Wendell Holmes

It is not what a lawyer tells me I may do, but what humanity, reason, and justice tell me I ought to do. Edmund Burke

... rekindle the gift of God that is within you... for God did not give us a spirit of timidity, but a spirit of power and love and self-control. 2 Timothy 6-8

Lead me in your truth and teach me, for you are the God of my salvation; in you have I trusted all the day long. Psalm 25:5

What is crooked cannot be made straight, and what is lacking cannot be numbered. Ecclesiastes 1:15

## VINNIE'S COMMERCIAL

### Business Ethics is Not an Oxymoron: 4 Ways to Profit-Producing Values in Tough Times



In spite of the news-making scoundrels, there are many more leaders who know attracting and retaining employees and customers comes when you don't yield to compromise during tough times. This conversation uncovers the four irrefutable methods of creating, building, and sustaining a reputation that matters.

Produced in association with my colleagues at Wolf Management Consultants, this teleseminar recording is filled with nuggets of common sense, inspiration, and action items for enabling, empowering, and encouraging ethical decision making and conduct. It is a very nice complement to the top selling *Everyday Ethics, Everlasting Consequences* (also available at [www.REACHdevelopment.com](http://www.REACHdevelopment.com) under RESOURCES)

**Price: \$49.99** (includes shipping and handling)

**ALWAYS, ALWAYS... Continue to REACH!**

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