

# The Trusted Executive

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# Top 50 Quotations – The Trusted Executive

- 'In an era of increasing connectivity and intensifying public scrutiny, trust is the lifeblood of any organisation' – PriceWaterhouseCoopers
- 'Leadership today is all about two words: It's all about truth and trust' - Jack Welch
- 'There is no single variable which so thoroughly influences interpersonal and group behaviour as does trust' - Golembiewski and McConkie
- 'Leaders can no longer trust in power; instead they must rely upon the power of trust' - Charles Green
- 'This is your last chance... You take the blue pill—the story ends, you wake up in your bed and believe whatever you want to believe. You take the red pill—you stay in Wonderland, and I show you how deep the rabbit hole goes.' - Morpheus
- 'You've got to be open, honest and transparent with the good, the bad and the ugly. There is no such thing now as 'you don't know' or 'you don't understand'. Those excuses are things of the past.' - CEO Interview
- 'Our surveys show that only 29% of the public believe that the people in charge know best and this percentage is dropping with each successive generation' - Ben Page, CEO, Ipsos MORI.
- 'Only when the tide goes out, do you discover who's been swimming naked.' - Warren Buffet
- 'Profit for a company is like oxygen for a person. If you don't have enough of it, you're out of the game. But if you think your life is about breathing, you're really missing something.' - Peter Drucker
- 'Trust is a psychological state in the mind of the person who is doing the trusting' - Rousseau
- 'Trust consists of a willingness to increase your vulnerability to another person whose behaviour you cannot control, in a situation in which your potential benefit is much less than your potential loss if the other person abuses your vulnerability' - Professor Zand
- 'The next time someone asks you 'Do you trust this person?' you might be best answering, 'Trust them to do what, when, where and in what context?'- Mayer
- 'In the ideal case, one trusts someone because she is trustworthy, and one's trustworthiness inspires trust' - Flores and Solomon
- 'Trustworthiness is delivering what you say you're going to do' – CEO interview
- 'Trustworthiness is about doing what it says on the tin' – CEO interview
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- 'The most powerful destroyer of trust is when you feel the other person is acting in their own best interest and not yours' – CEO interview
- 'Number one: deliver to your promises. If you say you are going to do something then do it' – CEO interview



- 'To be a benevolent organisation you have to make a lot of profit, but if your sole goal is to maximise profit you're on a collision course with time' - Howard Shultz, CEO, Starbucks
- 'The trustworthiness of a business comes from the person leading the business' – CEO interview
- 'If you're a corrupt CEO the organisation will be corrupt' – CEO interview
- 'If our politicians and business leaders are perceived to be untrustworthy then it is very difficult for others to think they should behave any differently' – CEO interview
- 'You lead from the top - it's difficult to lead from the bottom' – CEO interview
- 'There is always a distrust of government because they make promises that they can't deliver and many businesses are the same' – CEO interview
- 'Trust is going the extra mile' – CEO interview
- 'Accountability is protection from our infinite capacity for self-deception' – Jim Loehr & Tony Schwartz
- 'Bosses get people to do, leaders get people to think' – David Marquet
- 'Happiness is when what you think, what you say and what you do are in harmony' – Ghandi
- 'Values are the small number of fundamental and lasting principles that guide all aspects of our behaviour' – Glen Daly
- 'It is not hard to make decisions when you know what your values are' – Roy Disney
- 'Sooner or later we all sit down to a banquet of consequences' – Robert Louis Stevenson
- 'Vulnerability is integral to building powerful personal and business relationships, although it is often undervalued and misunderstood' – Patrick Lencioni
- 'Vulnerability sounds like truth and feels like courage. Truth and courage aren't always comfortable, but they're never weakness' – Brene Brown
- 'In the end, we are only tiny frightened animals, doing our best to survive amid other tiny frightened animals.' –James Hollis
- 'There's a crack in everything, that's how the light gets in' – Leonard Cohen
- 'We are what we repeatedly do. Excellence is not an act, it is a habit.' - Durant
- 'Bosses think their way to new action. Leaders act their way to new thinking' – David Marquet
- 'Managing trustworthiness becomes a PR exercise and that is not plausible - you are constantly drip-feeding the public spin and they know it' – CEO interview
- 'I have missed more than 9,000 shots in my career. I have lost almost 300 games. On 26 occasions I have been entrusted to take the game winning shot and I missed. I have failed over and over again in my life. And that is why I succeed.' – Michael Jordan
- 'Hope is not a strategy' – Rudy Guiliani
- 'The CEO doesn't need to do everything but they do need to care about everything' – CEO interview
- 'My three Cs are clarity, consistency and care' – CEO interview



- 'Courage is resistance to fear, mastery of fear...not absence of fear' – Mark Twain
- 'Practice random acts of kindness and senseless acts of beauty' – Anne Herbert
- 'When you become an effective evangelist, you don't just promote your organisation – you set an example for other employees' – Guy Kawasaki
- 'What got you here, won't get you there' – Marshall Goldsmith
- 'You are the average of the five people you spend the most time with' – Jim Rohn
- 'Humans are incessant imitators' - Professor Lawrence Rosenblum
- 'In the social age, evangelism is everyone's job' - Guy Kawasaki
- 'At the end of the game the king and the pawn go back into the same box' – Italian proverb

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