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Nota di contenuto	The Trusted Advisor Fieldbook : A Comprehensive Toolkit for Leading with Trust; contents; introduction; Why a Fieldbook; Who Should Read this Book; How to Use this Book; Where to Begin; Part I A Trust Primer; Chapter 1 Fundamental Truths; Trust Requires Trusting and Being Trusted; Trust Is Personal; Trust Is about Relationships; Trust Is Created in Interactions; There Is No Trust without Risk; Trust Is Paradoxical; Listening Drives Trust and Influence; Trust Does Not Take Time; Trust Is Strong and Durable, Not Fragile; You Get What You Give; Chapter 2 Fundamental Attitudes Principles over Processes You Are More Connected than You Think; It's Not about You; Curiosity Trumps Knowing; Time Works for You;

Chapter 3 The Dynamics of influence; Earning the Right to Be Right: Three Steps; A Five-Point Checklist for Influencing Meetings; Chapter 4 Three Trust Models; The Trust Equation; The Trust Creation Process; The Trust Principles; Chapter 5 Five Trust Skills; Listen; Partner; Improvise; Risk; Know Yourself; Part II Developing your Trust Skill Set; Chapter 6 listen; The Listening Differentiator: Empathy; Four Barriers to Paying Attention; Three-Level Listening  
Seven Listening Best Practices Your Everyday Empathy Workout: Low Weights, High Reps; Chapter 7 Partner; Partnering Traits; Ten Common Partnering Barriers; Self-Assessment: Are You Primed for Partnership?; Specific Ways to Build Your Partnering Muscle; Chapter 8 improvise; The Science behind Moments of Truth; How Moments of Truth Become Moments of Mastery; The Practice of Improvisation; Role-Play Your Way to Mastery; Chapter 9 Risk; The Relationship between Trust and Risk; Six Ways to Practice Risk-Taking; The Three-Question Transparency Test; A Tool for Truth-Telling: Name It and Claim It  
The Power of Caveats Chapter 10 Know yourself; How Blind Spots Impede Trust-Building; Three Approaches to Expand Your Self-Knowledge; How to Use Self-Knowledge to Increase Trust; Part III Developing Business with Trust; Chapter 11 Trust-Based Marketing and Business Development; Focus on Your Customer; Collaborate to Drive New Business; Focus on Relationships, Not Transactions; Be Transparent with Prospects and Clients; Chapter 12 Trust-Based networking; Ten Best Practices for Trust-Based Networking; Technology and Trust-Based Networking; Chapter 13 Delivering the Pitch Sometimes the Best Pitch Is No Pitch Don't Skip the Prepitch Warm-Up; Make It Interactive; Have a Point of View; Take the Preoccupation Out of Price; With PowerPoint, Less Is More; Stop Selling Your Qualifications; Do Not Denigrate the Competition; Be Willing to Ditch the Pitch; Chapter 14 handling objections; The Problem: How You Think about Objections; The Antidote: Change Your Thinking; Three Ways to Improve the Quality of Your Conversations; Chapter 15 Talking Price; The Price Isn't the Problem; When to Talk Price; How to Address Price Concerns  
The Three Primary Drivers of Price Concerns

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#### Sommario/riassunto

A practical guide to being a trusted advisor for leaders in any industry  
In this hands-on successor to the popular book *The Trusted Advisor*, you'll find answers to pervasive questions about trust and leadership—such as how to develop business with trust, nurture trust-based relationships, build and run a trustworthy organization, and develop your trust skill set. This pragmatic workbook delivers everyday tools, exercises, resources, and actionable to-do lists for the wide range of situations a trusted advisor inevitably encounters. The authors speak in concrete terms about how

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