

Business Books: *Who's reading what*

By Heather Harris-Brady

Whatever your New Year's resolutions, you're sure to find some inspiration in this month's reviews.

Chris Wendel, *Regional Director, Michigan Small Business & Technology Development Center*
Reading: "The Speed of Trust" by Stephen M.R. Covey

I read a lot of business-related books, mostly to see if they're viable for the Business Resource Library here at our Michigan Works office. "The Speed of Trust" by Stephen M.R. Covey came

across my desk back in July. It should be noted that he is the son of Stephen R. Covey, the author of "The 7 Habits of Highly Successful People." The younger Covey is an updated, perhaps hipper version, of his dad, who tours the world with his own brand of business management tools.

The "Speed of Trust" is a comprehensive primer on the important role that trust plays in business and interpersonal relationships. Organizational trust means improved collaboration, stronger partnering, accelerated growth potential, and heightened loyalty. When trust is lacking in any relationship, the work required for progress mounts and the rate of suc-

cess declines significantly.

The younger Covey is clearly able to expound on the topic of trust that is pertinent to any business or organization (including families and, yes, local government entities) while still embracing the proven parables of his well-known father. Young Covey's personal

anecdotes and business scenarios show how trust isn't just lost, but more importantly regained and recovered. This was a revelation of sorts to me, because many of my past experiences led me to believe that once a relationship lost its trust, it was probably doomed for failure.

I'm excited to announce that in October, Stephen M.R. Covey will be coming to Traverse City for a presentation of the "Speed of Trust." The 90-minute speaking engagement and dinner event will be sponsored by the Traverse Area Human Resource Association (TAHRA) and the Northwest Michigan Council of Governments. For further information, call my office at 922-3780.

Debby Werthmann, *owner, Werthmann Life Coaching LLC*
Reading: "The Street Kids' Guide To Having It All," by John Assaraf

This thought-provoking personal development book was recently re-released as "Having It All: Achieving Your Life's Goals and Dreams," and is currently on the New York Times best seller list.



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