



# Truth, Trust, and the Bottom Line: 7 Steps to Trust-Based Management

*Diane Tracy, William J. Morin*

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**Truth, Trust, and the Bottom Line: 7 Steps to Trust-Based Management** Diane Tracy, William J. Morin  
Every manager who offers constructive, honest feedback to employees, using these seven steps, will unearth a powerful new management tool. After observing top leaders for years, author-consultants Diane Tracy and William J. Morin have codified these best practices and outline how to tell employees the truth, talk straight with them, and give them the information they need about themselves to skyrocket their performance.

The benefits are nearly instantaneous, often amazing—and drop directly to the bottom line. These trust-builders help managers improve team members' performances, reduce errors, cut costs, serve customers better, and make the job of managing a truly winning experience. The authors explain how to achieve world-class performance by:

- \*nurturing, motivating and retaining top talent
- \*increasing the flexibility and adaptability of the team
- \*coaching employees to create their own best performance

Through the use of the book's "Personal Applications" sidebars, this method can also be used to increase the effectiveness of personal relationships as well—with significant others, spouses, children, and friends.

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