

Book Synopsis on
“Trust is Everything”
‘Become the Leader Others Will Follow’

by Aneil Mishra, Ph.D. & Karen Mishra, Ph.D.

(Synopsis by Gary Tomlinson)
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It has been said that the highest achievement as a leader is winning the trust and respect of those you lead. Trust is what happens when values and behaviors match up. Aneil and Karen Mishra have written an outstanding book that illustrates the four core dimensions of trust, explains how it can be developed and sustained and shows its impact on individuals and organizations. Their book is about ordinary people who have become extraordinary leaders. They became great leaders by building the ROCC of Trust: Reliability, Openness, Competence and Compassion. Aneil and Karen have found three characteristics in common among the leaders they have studied who have demonstrated the ROCC of Trust: courage, authenticity and humility. They invite you to read about these ROCC Stars. By following their examples, all of us, can become the leader others will follow.

Aneil Mishra is Associate Professor of Management at the Babcock Graduate School of Management at Wake Forest University in Winston-Salem where he teaches MBA courses in leadership and change management.

Karen Mishra is Assistant Professor of Marketing at Meredith College where she teaches courses in marketing and advertising. *Women’s Edge* recently had the opportunity to speak with Karen.

W.E.: Let’s start by asking an age old question. Are leaders born or made?

Karen: We have tried to teach our students and clients that leaders are born *and* made. By this we mean that even though some individuals are naturally more inclined to become leaders, based on their early life experiences and even genetics, all people have the capacity to become leaders if they have the desire and make the effort to do so. We base our teachings on the opportunities we’ve had to work with and study leaders who consistently keep their commitments, are frank almost to a fault, perform incredibly, all while seeking to better the lives of those around them than simply filling their own bank accounts. These people act both humbly and heroically, but are not superhuman or unbelievable.

W.E.: Why did you write this book? Was there a tipping point?

Karen: Our research started in graduate school at the University of Michigan. Trust wasn't a popular subject then. We started writing case studies of leaders from companies such as General Motors Parma and Two Men and a Truck. Many of them came and spoke to our classes. You don't see these people profiled in *Business Week* on a regular basis, but what they are doing is just as important. We wanted to share their stories. We were especially excited to share the stories of Mary Ellen who built up Two Men and a Truck from nothing to a \$200 million company and Jean Smith who ran a large and successful nonprofit in New York. There aren't enough examples profiled of women creating and running successful organizations based on their abilities to build trust with their employees, customers and colleagues. Trust has become an important academic as well as popular topic.

W.E.: What are you hoping this book will accomplish?

Karen: We hope that aspiring leaders will find the stories encouraging because they are simple and powerful. We want people in all positions to realize that we are all leaders, whether someone reports to us or not. We all have the ability to influence and encourage trusting relationships up and down the organization. We want our readership to remember that the ROCC of Trust is the key to building trust every day. The ROCC is simple and easy to execute. We have included Trust Tips at the end of each chapter to help readers implement these easy pointers.

Readers can order *Trust is Everything* from their publisher LuLu at www.lulu.com/content/2196924 or from www.amazon.com.