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For Immediate Release

Trust and Betrayal in the Workplace

Building Effective Relationships in Your Organization

By Dennis S. Reina, Ph.D. and Michelle L. Reina, Ph.D.
Second Edition, Revised and Expanded

More than ever, there is a need for trust in the workplace. After all, business is conducted via relationships, and trust is the foundation to effective relationships. Yet, trust means different things to different people and this is a big part of the problem.

Collectively drawing on thirty years of research and experience with organizations around the world, Dennis and Michelle Reina put people on the same page. The Reinas provide a simple and comprehensive approach that works! Their approach outlines a common language to discuss trust constructively, identifies specific behaviors that build and break trust, and it describes steps for rebuilding trust and sustaining it over time, even during periods of change.

Trust takes time to develop; it is easy to lose and hard to regain. It is a fragile yet indispensable element in any relationship. Betrayal, or the loss of trust, is the focus of countless fiscal scandals, all of which ultimately resulted from a lapse in trust. However, it is not just these major lapses of integrity that break trust. Trust is broken in subtle ways every day in every workplace.

As a result, countless numbers of people in the workplace today are in pain, and many organizations are hurting. After years of constant change – downsizing, restructuring, or of mergers and acquisition – trust among people in organization is at an all-time low.

We have all felt the pain of a breach of trust or even a betrayal during the course of our working careers. Unmet expectations, disappointments, broken trust, and betrayals aren't restricted to big events like restructurings and downsizings. They crop up every day on the job. The Reinas show us the shape and form betrayal takes, its impact on relationships and performance, and most importantly what we can do to rebuild trust.

Trust & Betrayal in the Workplace helps us see the natural role trust and betrayal plays in our lives, how we can rebuild trust and transform workplace relationships. It provides new examples, highly practical tips, tools, and exercises to help readers create work environments where trust grows, where people feel good about what they do, where relationships are energized, and productivity and profits accelerate.

More...

"In any organization ... leaders must constantly work to maintain and build trust to harness the inherent strength of the organization. [This] is a thought provoking and well-written book on building trust and honoring relationships in the corporate environment."

– Cheryl Perkins, Senior Vice President and CTO, Kimberly-Clark Corporation

"This book makes us aware that trust is a precious thing The Reinas model to build and rebuild trust works!"

– Ap Eigenhuis, Senior Vice President, Human Resources, Ice Cream & Frozen Food, Unilever

*"Every leader knows that superior team results depend on an atmosphere of respect and trust. The Reinas are two people I can really trust to help build a successful climate in the workplace. **Trust & Betrayal** makes their trust building ideas accessible to everyone."*

– Carol S. Cohen, Vice President, American Express

*"**Trust & Betrayal** speaks to every organization I have ever been involved in. The Reinas have so clearly laid out the business case for building trust, and the consequences for not, that any manager who ignores their advice does so at his or her own peril!"*

– Toni Trombecky, Strategy & Integration, U.S. Army

".... an honest examination of the gut-wrenching sense of betrayal many workers feel and the consequences organizations suffer. This book will enable you to move your organization toward the future's promise of hope and high performance."

– Jim Kouzes, coauthor, *The Leadership Challenge* & Chairman Emeritus, Tom Peters Group

"Dennis and Michelle Reina provide a useful jumpstart in their thorough analysis of trust and how to build it. Their book can help teams succeed, as people learn to create positive, productive, pain-free relationships."

– Rosabeth Moss Kanter, Harvard Business School, and author of *World Class* and *Rosabeth Moss Kanter on the Frontiers of Management*

Workplace dynamics can make a significant difference to people and the businesses they are part of. This book highlights the importance of relationships built on trust and how trust can be harnessed to improve business outcomes, and the working environment of those in the business. This is essential reading for leaders and those who aspire to lead, as well as anyone who wants to understand how to build successful professional relationships. Thoroughly recommended.

– Martin L North, General Manager Fujitsu Consulting, Fujitsu Australia

Dennis S. Reina, Ph.D. and Michelle L. Reina, Ph.D., nationally recognized trust-building experts, are the principals of the consulting and research firm Chagnon & Reina Associates, Inc. The Reinas have worked with or conducted research in over 100 organizations, such as American Express, Boeing, Ben & Jerry's Homemade Inc., Kodak, Kimberly-Clark, Johnson & Johnson, U.S. Army Chaplaincy, and Johns Hopkins Medical Center.

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