



*What do you think is real ?*

Trust is soft vs. Trust is hard, real and quantifiable.

Trust is slow. vs. Nothing is as fast as the speed of trust.

You either have trust or you don't. vs. Trust can be both created and destroyed.

Trusting people is too risky. vs. Not trusting people is a greater risk.

from *Stephen M.R.Covey: The Speed Of Trust.* Free Press 2008