



Bridges Of Trust: Making Accountability *Authentic*

By David Irvine and Jim Reger
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Trust, the most important issue facing the world today, lies at the foundation of every relationship. Trust is the keystone of success in work and in life. It crosses cultures and generations. Building and restoring trust is our number one challenge today.

Best selling authors and consultants, David Irvine and Jim Reger, contend that the bridge of trust is built on accountability: the ability to be counted on. In order to inspire trust, you have to be a trustworthy person. When the going gets tough, it is accountable people who are called on to get the job done.

To be all you can be, to reach your full potential, accountability has to be authentic. It has to be aligned with your values, your highest aspirations, and your passion. As you will learn in this book, authenticity takes accountability to a whole new level. Authenticity transforms our innate drive to contribute into the ability to make a difference.

This book will help you understand accountability and how to inspire and achieve it in your personal and professional life. By making accountability authentic, you build a culture of greatness where agreements are aligned with values, and fear, blame and entitlement are replaced with ownership, service and courage.

“David’s work has meant a tremendous amount to me, both professionally and personally, as I manage my way through life as a father, husband, and leader in one of the most incredible and diverse industries imaginable. I recommend David’s books to anyone who believes they are a student of life.” — Sean Durfy, President and CEO, WestJet

“I would recommend this book to anyone seeking to make a difference in the lives of those around them.” — Paul Finkbeiner, President, Great-West Life Realty Advisors

“The authors offer a fresh, inspirational and effective approach to the challenge of accountability, recognizing its importance as a foundation for great leadership.” — Robin Gerber, Author of *The World’s Most Famous Doll* and *The Woman Who Created Her* and *Leadership the Eleanor Roosevelt Way*.

“This book is breath of fresh air and a must-read for anyone who wants to be more authentic and more accountable.” — Ed Rodenburg, President and CEO, Lilydale Inc.

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