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Trust: How Can You Build More of It?

Ralph Waldo Emerson once wrote, "Distrust is very expensive". The fact is, without trust, influence wanes, relationships crumble, careers derail, leaders fail to lead and organizations fail to prosper (and ultimately, also crumble). When trust is missing, there's also missed opportunity - to deepen understanding and resolve conflict, to exert influence and strengthen collaboration, to create synergy and enjoy prosperity... ultimately, missed opportunity to succeed.

Every interaction you have with those around you either builds or erodes trust. Which begs the question, "What does it take to build trust?" Ask 100 people and you'll get 100 answers. The reason is that the concept of trust is complex; and whilst we are often clear about whom we trust (and don't trust), we're often much less clear about exactly why. "There's just something about them I don't trust", we declare, unsure of just what that "something" is.

Distinguishing what I believe to be the three core elements of trust can therefore be really valuable. Firstly it will enable you to better distinguish specifically why you don't trust someone (and, if important to you to do so, to coach them to being more trustworthy). Secondly it will help you become more effective in

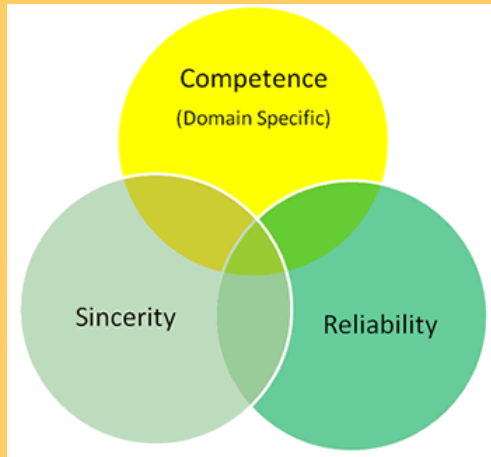
"I have been working with contract courier companies for close to 20 years. During that time, I have never found a company to be as attentive to my needs as CitySprint is. CitySprint truly treats my customers as customers of theirs and this separates them from the rest."

Quest Diagnostics



building trust yourself (and repairing it when damaged).

The three core elements of trust are competence, sincerity and reliability. You can see how they all interconnect on the diagram below (or at <http://www.margiewarrell.com/trusthandout.asp>)



Whenever a person is perceived to act in a way that undermines trust in any of these three areas, trust overall is diminished. Let's take a look now at each one of these areas.

1) *Competence*: Competence is 'domain specific' and so depends on what area of expertise or skill you are assessing someone to be trustworthy in. E.g., you may trust your colleague to be reliable in preparing a sales forecast but you wouldn't trust them to give you a root canal!

2) *Reliability*: Reliability is about whether you can count on someone to properly fulfill their commitments; to do what they say they'll do when they say they'll do it. So you may trust someone to be competent at a particular task and sincere in their intention to do it, but their track record of unreliability - whether it is perpetual tardiness or careless work - diminishes your trust in them.

3) *Sincerity*: Sincerity relates directly to our assessment of someone's character; their integrity and genuineness. Of all three elements of trust, sincerity is the most pivotal in our decision whether or not to trust someone. Like a china vase, it is the most fragile and most difficult to repair when damaged. Needless those in leadership positions who are perceived as disingenuous or lacking integrity will be unable to gain the trust required to lead powerfully.

So, armed with new knowledge (and new competence!) in trust, how might you apply it in your relationships - at work and home? Of course, that's not to say that you aren't trustworthy right now, but take time to look at where you may have either inadvertently allowed trust to flat line through neglect or damaged it by your behavior

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AAA recommends the following winter driving tips:

* Avoid driving while you're fatigued. Getting the proper amount of rest before taking on winter weather tasks reduces driving risks.

* Never warm up a vehicle in an enclosed area, such as a garage.

* Make certain your tires are properly inflated.

* Never mix radial tires with other tire types.

* Keep your gas tank at least half full to avoid gas line freeze-up.

While you can never force others to be more trustworthy, you can raise the ante on yourself and the level of integrity in which you honor your commitments, interact in your relationships and engage in your conversations. Indeed, by being the change you'd like to see in those around you, you can ultimately create a more trusting environment that reaps the rich rewards that trust provides. Trust, in all its complexity, fragility and power, is something you are well served never to take for granted and to forever regard as the oxygen that will enable you to accomplish and become all you aspire to.

About Margie Warrell



If you would like to sign up for Margie's monthly LIVE BOLDLY eNewsletter or learn more please visit www.margiewarrell.com

An ICF accredited Executive & Life Coach, Margie Warrell is passionate about helping individuals and organizations live and lead with greater clarity, confidence and courage. A dynamic speaker and frequent media guest, her newly released book

Find Your Courage: 12 Acts for Becoming Fearless in Work and in Life (McGraw-Hill), an Amazon Bestseller and USA Best Book Awards Finalist.

To see her recent interview on the Today Show or learn more about her programs please visit www.margiewarrell.com

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Sincerely,

Tammy Patterson
CitySprint 1.800.Deliver

* If possible, avoid using your parking brake in cold, rainy and snowy weather.

* Do not use cruise control when driving on any slippery surface (wet, ice, sand).

* Always look and steer where you want to go.

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facility and is scanned at each delivery destination, POD is recorded and can be viewed via custom reports or through the CitySprint website.

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