

**Trust-Builders.com**

**News Release Title:**

***“Trusted & Believable  
Leaders” ©***

***“The Seven (7) Powerful Habits & Strategies” ©  
For  
“Building & Rebuilding Trusted (T<sup>R</sup>) Relationships” ©***

***B. Sellitto and J. Barrier  
C.C.G. Inc Publication***

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The result of forty years of work and extensive research, *Trusted and Believable Leaders* by B. Sellitto and J. Barrier introduces “The Seven Powerful Habits and Strategies” for “Building and Rebuilding Trusted Relationships” and earning “Believability and a Trusted Voice.”

In this easy-to-use guide, the authors present challenging opportunities that will motivate teams, students, and those in leadership roles to build or rebuild trusted relationships in their careers and lives. Organizations are led through change processes that are focused on market share, brand and customer loyalty, operational effectiveness, cost reduction, knowledge management, staff development, and best practice performance. Finally, those who have experienced life’s setbacks are offered support, direction, and sound advice.

Organizations and new or existing leaders currently navigating a change in their vision, culture, core mission, and market strategies, accountabilities, and vertical alignment will find this book invaluable. They will discover that with faith, hope, and support, all things are possible.

Ben Sellitto holds a BS and MS in engineering, and he is also qualified in program management. Involved in senior contract management consulting, he has produced a number of industry publications. Joan Barrier, a behavior and management consultant in New Jersey, holds a BA in education and an MA in education and psychology.

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Addressing students, aspiring youth, new leaders, mentors and coaches, and organizations either in crisis or restart mode, *Trusted and Believable Leaders* by B. Sellitto and J. Barrie introduces series of seven:

- Laws for Building and Rebuilding Trusted Relationships
- Paradigm Challenges for Trusted Relationships
- Measures of Trusted Relationships
- Stages of Trusted Relationships
- Tipping Points for Building Stronger Trusted Relationships
- Leadership Challenges for Growing Trusted Relationships
- Recovery Challenges for Trusted Relationships
- Trust Builders

Readers will learn how to create a “Trust-Builders Roadmap” with “Trust-Building Strategies” that concentrate on a “Believable Voice,” “Loyalty,” “Supply Chain Effectiveness,” “Organizational Creativity,” “Accelerated Breakthrough,” and “Vertical Alignment of Culture, Mission, and Accountability.” The powerful strategies presented in this truly inspiring guide will encourage both existing and potential leaders to establish cultures that will ultimately provide collective value and service. Trusted and believable relationships can only result in leaders reaping the benefits of staff and customer loyalty.

The material offered is sure to help principle-centered leaders and organizations develop a “Compass-Driven Road Map,” and show them how to improve their “Trusted Relationships” or repair any “Damaged Relationships.” Support is also offered to those in the middle of a “Decline,” who need the “Power of Believability” when they embark on a “Fresh Start” or introduce a “Fresh Voice.” “Believable Voices” are capable of not only delivering on the “Promise of Trusted Change,” but also of passing the “Test for Demonstrated Trust and Believable Results.”

The consequences of discounting the “True Power for Credible Change” or of failing to acquire “Voice of Respected Truth of Trust” are endless, and many organizational challenges usually stem from a history of “Self Destruction.” Sellitto and Barrie have seen many organizations run the real risk of damaging customer and brand loyalty, product and service breakthrough, supply chain creativity, and marketplace positioning. Only “Trusted Voices” can initiate a change process that will internalize a new vision, mission, and culture change. “Trust Failures,” at the very least, diminish creativity, accountability, and the ability to compete.

Are you headed in the right direction? “God bless your journey,” say the authors. After forty years of research into the power of trust, faith, and hope, they know exactly what “Trusted Relationships” stand for.

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