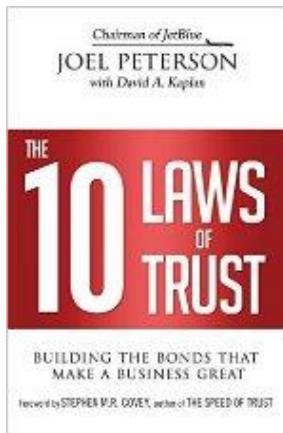


## PM WORLD BOOK REVIEW



Book Title: ***The 10 Laws of Trust: Building the bonds that make a business grow***

Author: **Joel Peterson** with David Kaplan

Publisher: AMACOM

List Price: US\$15.95      Format: Hardcover, 128 pages

Publication Date: 2016      ISBN: 9780814437452

Reviewer: **Rodger L. Martin**

Review Date: September 2016

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### Introduction

From the forward—“*The 10 Laws of Trust* offers specific trust-building ideas and examples of how integrity, respect, humility, vision and more have helped elevate nimble startups, storied corporations and even sinking giants grasping for a lifeline.”

From my observation – The book does offer dialogue around each of the “10 Laws of Trust.” However, I don’t agree that these are “Laws.” They are all important and relevant concepts for a great work environment. However, they are not laws in the scientific sense, nor the legal sense. Although still important and desirable for a healthy workplace, they are more guidelines, objectives, or goals. But that doesn’t make for a catchy title.

### Overview of Book’s Structure

The structure starts with a general overview of Trust, followed by a chapter devoted to each “Law:”

- Start with Personal Integrity
- Invest in Respect
- Empower Others
- Measure What You Want to Achieve
- Create a Common Dream
- Keep all Informed
- Embrace Respectful Conflict
- Show Humility
- Strive for Win-Win Negotiations
- Proceed with Care

It concludes with a chapter on Restoring Trust.

## Highlights

It's an easy read of soft skills. It does contain several references to companies and individuals who either are trustworthy or prominently demonstrated untrustworthiness. Each "Law" does have several sub-topics that expand on the meaning of that chapter.

### Highlights: What I liked!

The lead-in asserts that Trust depends on three conditions: Character, Competence and Authority. There are three types of Trust: Reciprocal, Representative and Counterfeit. The underlying motivators establish potential trust levels in a spectrum ranging from force to fear to reward to duty and, finally, love. It notes that as trust declines, people grab various types of power, including nature, source, purpose, mindset and Why? It acknowledges that trust risks betrayal.

### Highlights: What was missing?

Given the author is the CEO of JetBlue, the perspective definitely is from the top looking down. What's missing is "What to do if you aren't the one in charge?" The examples were mainly CEOs or start-up founders who grew with their company. I would have liked to have seen more insight into what to do, when you aren't in control from the top.

The book was released before the ultimate US Presidential party nominations for the 2016 election were selected although it did refer to one of the Republican contenders who quickly dropped out after a few primaries. The issue of "Trust" is one of the most hotly debated topics among those trying to choose between the two parties' candidates. A critique of the primaries' contenders would have been very controversial and relevant. This would have been a relevant real-time assessment. Enron and Bernie Madoff were cited as examples, but there was no analysis of early warning signs. There was little devoted to the issues or solutions when trust is marginal or mediocre. The last chapter does address how to repair trust failures, but transforming an organizational culture is more of a challenge than just a CEO edict.

### Who might benefit from the Book?

Those in the Project Management community already certify their acceptance of the ethical obligations under PMI's Code of Ethics. The book does provide some further insight into understanding those obligations.

## Conclusion

Good food for thought, but it also raised several unanswered questions. It is an easy read at only 128 pages.

For more about this book, go to:

<http://www.amacombooks.org/book.cfm?isbn=9780814437452>

*Editor's note: This book review was the result of a partnership between the publisher, PM World and the [PMI Dallas Chapter](#). Authors and publishers provide the books to PM World; books are delivered to the PMI Dallas Chapter, where they are offered free to PMI members to review; book reviews are published in the PM World Journal and PM World Library. PMI Dallas Chapter members can keep the books as well as claim PDUs for PMP recertification when their reviews are published. Chapter members are generally mid-career professionals, the audience for most project management books. If you are an author or publisher of a project management-related book, and would like the book reviewed through this program, please contact [editor@peworldjournal.net](mailto:editor@peworldjournal.net).*

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## About the Reviewer



**Rodger L. Martin, JD, MBA, BSEE, PMP, PMP-ACP**

Texas, USA



**Rodger L. Martin** has a broad background in business, law, engineering and Project Management, both plan driven and Agile. He is a retired US Air Force officer with expertise in rockets and National Ranges. His work experiences include government, military, public corporations, small business consulting and high-tech non-profit organizations. For the last 15 years, he has worked on Document Management, Knowledge Management and Process Management/Modeling projects for commercial companies. He acquired his PMP certification in 2007 and his PMP-ACP in 2015. He is also a certified Mediator.

Email address: [10751@impulse.net](mailto:10751@impulse.net)