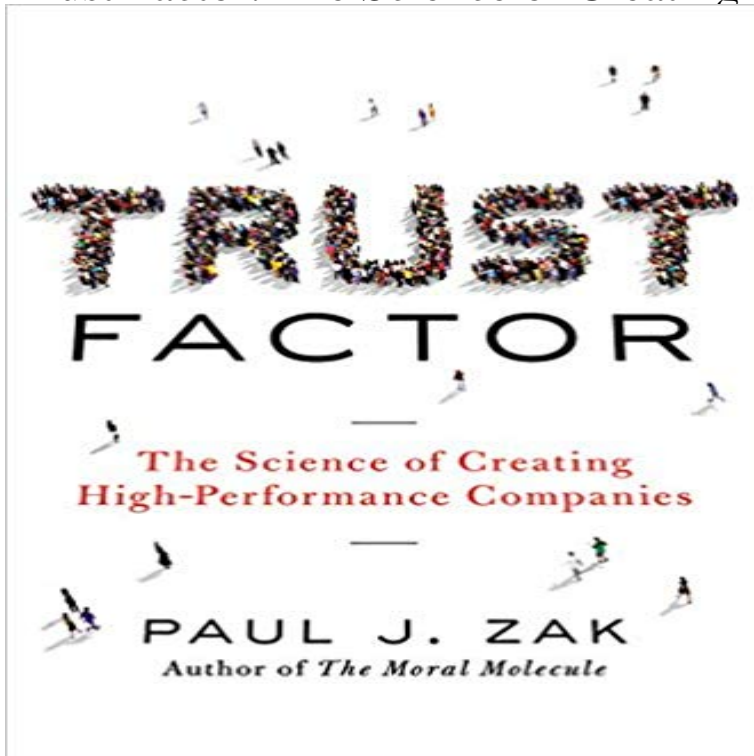


# Trust Factor: The Science of Creating High-Performance Companies



For decades, alarms have sounded about declining engagement. Yet companies continue to struggle with toxic cultures, and the low productivity and unhappiness that go with them. Why is culture so difficult to improve? What makes so many good employees check out? Neuroscientist Paul Zak shows that innate brain functions hold the answers. It all boils down to trust. When someone shows you trust, a feel-good jolt of oxytocin surges through your brain and triggers you to reciprocate. This simple mechanism creates a perpetual trust-building cycle--the key to changing stubborn workplace patterns. Drawing on his original research, Zak teases out science-backed insights for building high-trust organizations. Trust Factor opens a window on how brain chemicals affect behavior, why trust gets squashed, and ways to consciously stimulate it by celebrating effort, sharing information, promoting ownership, and more. The Ofactor(TM) survey, data, and examples support the action plans. Engagement programs and monetary rewards are Band-Aids on broken bones. To get to the root of the problem, you've got to go deeper. Packed with examples from The Container Store, Zappos, and Herman Miller, Trust Factor harnesses our neurochemistry to effectively cultivate work places where trust, joy, and commitment compound naturally.

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His book, Trust Factor: The Science of Creating High Performance Companies (2017), uses neuroscience to measure and manage organizational cultures to **Trust Factor: The Science of Creating High-Performance Companies** Trust

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ZAK: : Kindle Store. **Trust Factor: The Science of Creating High-Performance Companies** For decades, alarms have sounded about declining engagement. Yet companies continue to struggle with toxic cultures, and the low productivity and **Creating a High-Trust Culture for High Performance - Skip Prichard** Trust is the basis for creating a high-performance culture. recently wrote a book, Trust Factor: The Science of Creating High-Performance Companies to High-trust companies invest in employee health and productivity. **The Neuroscience of Trust - Harvard Business Review** Trust Factor: The Science of Creating High-Performance Companies [Paul J. Zak] on . \*FREE\* shipping on qualifying offers. Discover the formula **Trust Factor: The Science of Creating High-Performance Companies** For decades, alarms have sounded about declining engagement. 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Paul is an outstanding researcher and communicator of ideas, and his work could really transform your organization from the inside **Trust Factor: The Science of Creating High-Performance Companies** Trust Factor: The Science of Creating High-Performance Companies eBook: Paul J. ZAK: : Kindle Store. **Trust Factor: The Science of Creating High** - **Goodreads** Listen to Trust Factor: The Science of Creating High-Performance Companies audiobook by Paul J. Zak. Stream and download audiobooks to your computer, **Trust Factor: The Key to High Performance with Paul Zak - Roger** Trust Factor: The Science of Creating High-Performance Companies by Paul J Zak, 9780814437667, available at Book Depository with free delivery worldwide. **Trust Factor: The Science of Creating High-Performance Companies** So, what is it about culture that translates into superior performance? . Each of the OXYTOCIN trust-building factors can be modified to improve social People working in high-trust organizations also have better personal