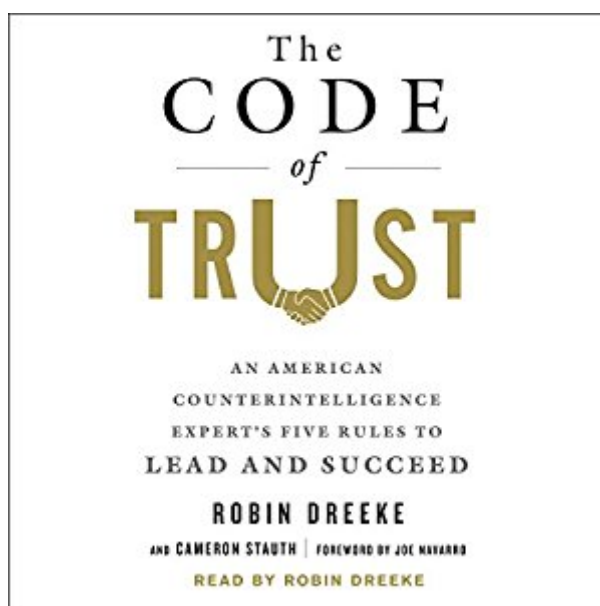


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The Code Of Trust: An American Counterintelligence Expert's Five Rules To Lead And Succeed



Synopsis

This audiobook is read by the author, with a forward read by Joe Navarro. Robin Dreeke is a 28-year veteran of federal service, including the United States Naval Academy and the United States Marine Corps. He served most recently as a senior agent in the FBI, with 20 years of experience. He was, until recently, the head of the Counterintelligence Behavioral Analysis Program, where his primary mission was to thwart the efforts of foreign spies and to recruit American spies. His core approach in this mission was to inspire reasonable, well-founded trust among people who could provide valuable information. The Code of Trust is based on the system Dreeke devised, tested, and implemented during years of fieldwork at the highest levels of national security. Applying his system first to himself, he rose up through federal law enforcement and then taught his system to law enforcement and military officials throughout the country, and later to private-sector clients. The Code of Trust has since elevated executives to leadership and changed the culture of entire companies, making them happier and more productive as morale soared. Inspiring trust is not a trick, nor is it an arcane art. It's an important, character-building endeavor that requires only a sincere desire to be helpful and sensitive and the ambition to be more successful at work and at home. The Code of Trust is based on five simple principles: 1. Suspend Your Ego 2. Be Nonjudgmental 3. Honor Reason 4. Validate Others 5. Be Generous To be successful with this system, a listener needs only the willingness to spend eight to 10 hours learning a method of trust-building that took Robin Dreeke almost a lifetime to create.

Book Information

Audible Audio Edition

Listening Length: 9 hours and 27 minutes

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Business & Money > Business Culture > Motivation & Self-Improvement

Customer Reviews

In a nutshell, this book is about aligning your goals with other people's goals so that you have a reason to trust each other and work together. IMHO, this book offers good, but not great, coverage of this idea. If the fact that the author was the head of the Counterintelligence Behavioral Analysis Program of the FBI gets more people to learn about this concept, then that is great. If this doesn't describe you, then I suggest that you may get more out of Adam Grant's Give and Take or other similar books. The Code of Trust has numerous Marine and FBI stories about Dreeke realizing that his ego based actions weren't helping him achieve his stated goals. Along with Dreeke's code of trust, there is also info on communication techniques and personality types, though nothing you won't find elsewhere. Since, at the time I am writing this, there is no look inside feature, here's the table of contents:

PART 1: The Leadership Power of Trust
 1: Beyond Manipulation: The Code of Trust
 2: The Five Rules of Engagement
 3: Breaking the Code
 4: The Chemistry of Trust: It's Not All About Us
 PART 2: Inspire Trust: The Four Steps
 5: Step One: Align Your Goals
 6: Step Two: Apply the Power of Context
 7: Step Three: Craft Your Encounters
 8: Step Four: Connect
 PART 3: Wielding the Power of Trust
 9: Trust in the Digital Age
 10: Trust in a Toxic Environment
 11: The Life of Lasting Leadership
 12: The Trust Training Manual: 15 Drills
 Appendix: Your User's Guide to The Code of Trust

Written in a very readable and entertaining manner, Robin Dreeke communicates (for those listening) the most important factor in leadership and getting along with other people: It's Not All About "Me" - each of us lives at the center of our own universe. To be able to reach out and create rapport with other people we need to step out of our own universe and briefly become a part of someone else's universe. Robin's other book which is actually titled 'It's Not All About "Me"' conveys this more succinctly (a very short book). "The Code of Trust" is much longer and easy to read due to the entertaining use of many useful examples of Robin learning this lesson over his lifetime and career. Naturally this is just a brief summary as the book contains a lot of suggestions and ideas for how to communicate and work with other people better. This book is not only well worth reading (perhaps more than once?) but worth thinking about. Step out of your own universe for a bit, observe your own flaws and teach yourself to be a better person - this book will help you do that.

Robin Dreeke put together a great series of colloquial tales of interpersonal communications highlighting proven methods to build trust. If you are looking for a quick fix to build superficial trust, this isn't the book for you. This is how to build genuine relationships built on truth. His simple

strategies are far from earth shattering but their simplicity is key to their mastery. Every leader, manager, and/or business person should read this book and apply its teachings.

I first learned about this book from Robin Dreeke in a classroom. I was interested in the topic and also wanted to read more about the adventures in his career. He was a great speaker in person, an indication that I'd love the book too. When I got the book in the mail I was surprised at how big the book was and wondered when I'd have time to read it all. I started, as most people do, at page one and soon realized that the way the book is written you can skip around without getting lost because he breaks up the reading into stories, bullet points, graphs, and vocabulary. I loved learning all the spy lingo and I also like the way he folded the story of his personal journey into leading a life of building trust into his career stories. It painted the picture of the person that he came to be both at work and at home leading his life by his code of trust. The stories of his career are more like snapshots that fold into the lesson that he's writing about in a particular section. I can't imagine he'd be able to tell a full story of building the trust of an Access Agent since this is a very complex process that doesn't always start with a free meal and end with a major break in a lead. Never the less, they are great stories and full of opportunity to learn. At one point in my reading, I realized that someone I was going to meet was creating a "false timeline" with me to place urgency on our meeting thanks to the book. (LOL) I will keep this book a reference guide to moving about the world and no doubt this book is steeped in positive ways to treat people no matter who they are and be a leader while also building trust in yourself too.

The foreword of this book is so promising and thought provoking that perhaps I over-estimated the book itself. The concept of trust, the importance of trust, how to gain trust, the abuse of trust....this is perhaps one of the more important topics one could hope to tackle and the author wastes no time in getting right down to business by outlining the pillars supporting trust itself. Solid. So, why the neutral rating? This book is more than about trust - it's the biographical account of the author and other staff members over the years - not a bad thing per se but also not always that relevant. In fact, the heart of the issue on trust could probably be summarized in a long paper or very brief pamphlet...the rest is extraneous information that does provide some interesting examples but more often than not, spends so much time doing so that the reader forgets to care. This book would work better as an autobiography rather than treatise on trust.

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