

DAVID HORSAGER & PEGGY KENDALL



ABOUT THE AUTHORS

David Horsager, D. Litt, CSP, CPAE, is CEO of Trust Edge Leadership Institute, bestselling author of *The Trust Edge*, inventor of the Enterprise Trust Index, and director of one of the nation's foremost trust studies, the Trust Outlook. His work has been featured in prominent publications such as Fast Company, Forbes, the Huffington Post, and the Wall Street Journal. Horsager has advised leaders and delivered presentations on six continents, with audiences ranging everywhere from FedEx, Toyota, and the New York Yankees to global governments and the Department of Homeland Security.

Peggy Kendall, PhD, is a researcher and Professor of Communication Studies. She has been researching, writing, and speaking about the impact of technology on communication ever since MySpace logged its way onto the scene. She also consults with executives and organizations across the country that have been trying to navigate the remote workplace.

SAMPLE QUESTIONS

1. How can communication actually be amplified, not diminished, in a remote setting?
2. What's the biggest risk if leaders fail to prioritize building trust at a distance?
3. Of the six strategies you outline, which one do leaders most often overlook—and why?
4. What are the biggest misconceptions leaders have about managing remote or hybrid teams?
5. If you had to boil down your message into one sentence for leaders, what would it be?

TRUST AT A DISTANCE 6 STRATEGIES FOR MANAGING REMOTE WORKSPACES

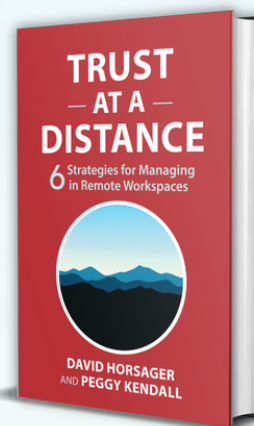
Build real trust in the remote workplace by mastering proven strategies for leading employees who work from home, the corner coffee shop, or the downtown office.

The shift to remote work has fundamentally changed how we build and maintain trust in organizations. Drawing on extensive research and experience, trusted leadership expert David Horsager and communication scholar Dr. Peggy Kendall present essential strategies that create strong virtual and hybrid workplace relationships.

Readers will learn to do the following:

- Amplify communication
- Clarify direction
- Build predictability
- Redefine accountability
- Create connection
- Leverage in-person experiences

Trust at a Distance addresses common remote-work challenges, such as unclear communication, lack of information, and weakened relationships. This guide is perfect for leaders navigating hybrid and remote teams. By the time readers are finished reading, they will be inspired and confident that trust really can be built at a distance!



ENDORSEMENTS

"Everyone needs this guide to lean into practical trust-building strategies to thrive in a virtual and hybrid workplace."

—**Greg Windfeldt, President and CEO, Preferred Credit, Inc.**

"This book offers masterful research-based insight and actionable practices to navigate the challenges of remote relationships in this new world of work."

—**Brian Morris, President, Leadercast**

"Incredibly valuable for today's evolving workspaces...relatable and grounded in real-world approaches for building trust in virtual workspaces."

—**Sara E. Patrick, President and CEO, Midwest Reliability Organization**

"In this groundbreaking work, Horsager and Kendall challenge and equip us to develop high-performance teams in today's remote-centric environment."

—**Ross Allen, President, Bethel University, St. Paul, MN**

"This book will keep teams aligned, accountable, and engaged, no matter the distance."

—**Blair Gladding, Executive Director, The Institute for CARING**

BOOK DETAILS

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LINKS

- www.TrustEdge.com
- www.DavidHorsager.com
- www.instagram.com/davidhorsager/
- www.linkedin.com/in/dhorsager/
- www.youtube.com/user/HorsagerLeadership
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- www.bethel.edu/academics/faculty/kendall-peggy

DOWNLOADS

- [Trust at a Distance Cover](#)
- [David's headshot](#)
- [Peggy's headshot](#)
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