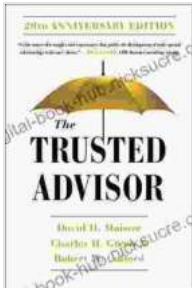


# Celebrating 20 Years of The Trusted Advisor: A Retrospective and Look Ahead



## The Trusted Advisor: 20th Anniversary Edition

by David H. Maister

★★★★☆ 4.4 out of 5

Language : English  
File size : 3521 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 256 pages



In the two decades since its initial publication, *The Trusted Advisor* has become a seminal work in the field of leadership and consulting. The book, authored by David Maister, Charles Green, and Robert Galford, has sold over 500,000 copies and been translated into 20 languages. It is widely regarded as the definitive guide to building trust and credibility as a professional advisor.

To mark the book's 20th anniversary, the authors have released a special commemorative edition. The new edition includes a foreword by renowned business thinker Simon Sinek, as well as a new preface and afterword by the authors. In this 20th Anniversary Edition, Maister, Green, and Galford reflect on the book's enduring principles and share insights from their years of experience advising leaders and organizations.

## The Enduring Principles of The Trusted Advisor

The Trusted Advisor is based on the premise that trust is the foundation of all successful advisory relationships. The authors argue that trust is not simply a matter of likability, but rather a function of competence, reliability, and integrity. They identify four key dimensions of trust:

- **Credibility:** The advisor's knowledge, skills, and experience
- **Reliability:** The advisor's ability to deliver on promises and meet expectations
- **Intimacy:** The advisor's ability to build rapport and connect with the client
- **Self-orientation:** The advisor's ability to put the client's interests ahead of their own

The authors emphasize that trust is a two-way street. Advisors must not only be trustworthy, but they must also be able to trust their clients. This means being transparent, sharing information, and being open to feedback.

## The Future of Trusted Advising

In the 20th Anniversary Edition, the authors explore the future of trusted advising. They argue that the need for trusted advisors is greater than ever in today's complex and rapidly changing world. However, they also acknowledge that the role of the trusted advisor is evolving.

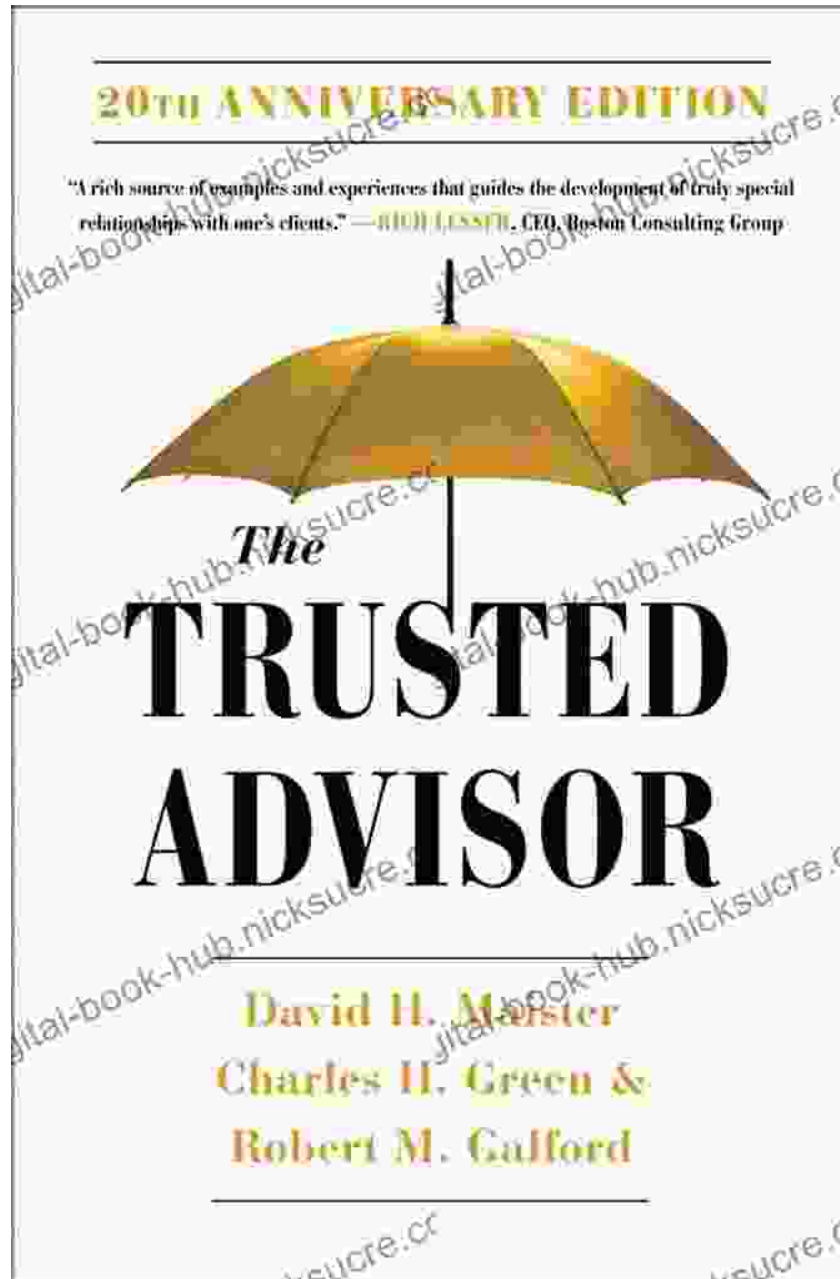
In the past, trusted advisors were often seen as experts who provided objective advice. Today, clients are more likely to seek out advisors who can help them navigate the complexities of their own businesses and

industries. Trusted advisors must be able to think strategically, adapt to change, and build strong relationships with their clients.

## **The Impact of The Trusted Advisor**

The Trusted Advisor has had a profound impact on the field of leadership and consulting. The book has helped to define the role of the trusted advisor and has provided a framework for building trust and credibility. It has also helped to raise awareness of the importance of trust in all aspects of business.

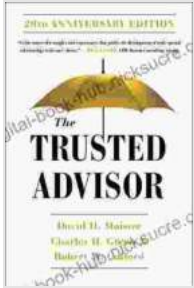
The 20th Anniversary Edition of The Trusted Advisor is a timely and important reminder of the enduring principles of trust and credibility. The book is a must-read for anyone who wants to build a successful career as a trusted advisor.



The Trusted Advisor 20th Anniversary Edition

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- The Impact of The Trusted Advisor



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