

# BIOGRAPHY



## Greg Link

**Greg Link** is Co-founder and President of CoveyLink Worldwide, a fast-growing boutique consultancy committed to influencing influencers to grow their careers and their organizations at the SPEED of TRUST™. A recognized authority on leadership, sales, and marketing, Link is a sought-after advisor and speaker. His authentic and engaging style endears him to audiences of all roles, from senior executives to the front lines. His unique distinction is that he is a “businessman who speaks” not a “speaker that merely theorizes and assumes”.

Link, his co-founder Stephen M. R. Covey, and the team at CoveyLink equip people and organizations to measure and uncover the overlooked and underestimated power of trust and harness it as what they call “the one thing that changes everything”. Link gracefully and aggressively challenges the age-old assumption that trust is merely a soft, social virtue and convincingly demonstrates that trust is a hard-edged, economic driver—a learnable and measurable skill that makes organizations more profitable, people more promotable, and relationships more energizing.

He was co-founder and Senior Vice President of the Covey Leadership Center, where he orchestrated the marketing and public relations strategy that led Dr. Stephen R. Covey’s book, *The 7 Habits of Highly Effective People*, to the number one best selling business book of the 20th century (survey by *CEO Magazine*), selling over 15 million copies in 38 languages. He created the marketing momentum that helped propel Covey Leadership Center from a start-up company to a \$100+ million-dollar enterprise with offices in 40 countries.

Link has taught *Principle Centered Leadership* and *The Speed of Trust* and advised executives at numerous leading enterprises; including, Hewlett Packard, U.S. Navy Resale, U.S. Navy Supply, Sony, Chevron Oil, San Diego Gas and Electric, IBM, Microsoft, Boeing, and many other well-known organizations.

His business acumen and experience as a successful real-world practitioner inform his presentations and make them uniquely relevant to clients. He is a riveting and energizing speaker who significantly impacts his audiences. He is currently a trusted leadership and business confidant and advisor to leading authors, senior executives, and other high performers in both the private and public sectors.

Link resides with his extraordinary wife of 27 years, Annie, on a quiet stream in the shadow of the Utah Rockies in Alpine, Utah.

*“Greg Link is my ‘make it happen’ friend and affirming creative genius. He was crucially instrumental in the success of my book, *The 7 Habits of Highly Effective People*, and the Covey Leadership Center.”*

- Dr. Stephen R. Covey

*“The SPEED of Trust is red-hot relevant.”*

William G. Parrett, CEO,  
Deloitte Touche Tohmatsu

### My Book Shelf:

- Sixty*, by Tom Peters
- The Effective Executive*, by Peter Drucker
- Servant Leadership*, by Robert Greenleaf
- The Next Global Stage*, by Kenichi Ohmae
- Leaders*, by Warren Bennis
- Think and Grow Rich*, by Napoleon Hill
- Success Through a Positive Mental Attitude*, by Napoleon Hill & W. Clement Stone
- The 7 Habits of Highly Effective People*, by Stephen R. Covey
- How to Win Friends and Influence People*, by Dale Carnegie
- You Can Be Happy No Matter What*, by Richard Carlson
- As a Man Thinketh*, by James Allen
- Illusions & Jonathan Livingston Seagull*, by Richard Bach
- The One Minute Manager*, by Ken Blanchard and Spencer Johnson
- Purple Cow & Permission Marketing*, by Seth Godin
- The World is Flat*, by Thomas L. Friedman

