

**“TRUST SCALES
BETTER THAN EGO.”**

NEW YORK TIMES AND WALL STREET JOURNAL BESTSELLER

TRILLION DOLLAR COACH

THE LEADERSHIP PLAYBOOK
OF SILICON VALLEY'S

BILL CAMPBELL

ERIC SCHMIDT
JONATHAN ROSENBERG
AND ALAN EAGLE



SWIPE

WHY I GO BACK TO IT

**TRUST ISN'T SOFT.
IT'S FOUNDATIONAL.**

It's what makes real collaboration
(and risk-taking) possible.



SWIPE

WHY I GO BACK TO IT

**FEEDBACK HITS
HARDER WHEN IT
COMES FROM CARE.**

People will hear hard truths when
they know you're in their corner.





WHY I GO BACK TO IT

CULTURE LIVES IN THE IN-BETWEEN MOMENTS.

The hallway chants, the late-night
check-ins, the small stuff—it's
all culture.

