



LEADERSHIP

EXECUTION

PRODUCTIVITY

TRUST

SALES PERFORMANCE

CUSTOMER LOYALTY

EDUCATION



“Leadership is communicating to people their worth and potential so clearly that they come to see it in themselves.”

DR. STEPHEN R. COVEY

TEACHER
1932-2012



THE ULTIMATE COMPETITIVE ADVANTAGE

FranklinCovey is a global company specializing in performance improvement. We help organizations achieve results that require a change in human behavior.

Our expertise is in seven areas:

LEADERSHIP

Develops highly effective leaders who engage others to achieve results.

EXECUTION

Enables organizations to execute strategies that require a change in human behavior.

PRODUCTIVITY

Equips people to make high-value choices and execute with excellence in the midst of competing priorities.

TRUST

Builds a high-trust culture of collaboration and engagement, resulting in greater speed and lower costs.

SALES PERFORMANCE

Transforms the buyer-seller relationship by helping clients succeed.

CUSTOMER LOYALTY

Drives faster growth and improves frontline performance with accurate customer- and employee-loyalty data.

EDUCATION

Helps schools transform their performance by unleashing the greatness in every educator and student.

OUR STORY

Thirty years ago, as Stephen R. Covey and Hyrum Smith worked separately to help individuals and organizations become more effective, they both observed a problem—a human problem. Stephen, working in leadership development, found that while people had great aspirations, they were often violating the very principles upon which their desired success depended, expecting their circumstances, outcomes, or co-workers to change, instead of changing themselves. In his work in the field of productivity, Hyrum found that while people had important goals, they often lacked an understanding of the principles, know-how, processes, and tools to accomplish them.

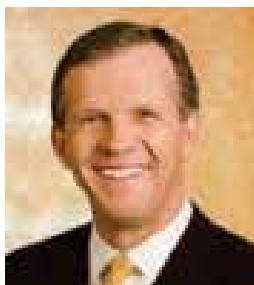
Both Stephen and Hyrum recognized that the core solution to these problems was rooted in helping humans change their behaviors. After years of testing, research, and experience, they also learned that effecting lasting behavioral change required more than just teaching—it required individuals and organizations to adopt new ways of thinking and to learn and practice new and better behaviors until they became habits. Stephen published his findings in *The 7 Habits of Highly Effective People*, which has become one of the most influential books in the world. Hyrum contributed an outcomes-based approach to planning, supported by the Franklin Planning System, that swept the world and fundamentally changed people's and organizations' approach to increasing productivity. They founded companies—Covey Leadership Center and FranklinQuest—to extend their reach around the world. In 1997, these organizations merged to form FranklinCovey.

Today FranklinCovey is the world leader in helping organizations achieve results that require lasting changes in human behavior, often the most difficult challenge any organization faces. When accomplished, it is also the most durable competitive advantage. It's one thing for an organization to announce a strategy—it's quite another to reshape peoples' behaviors and the organization's culture to successfully execute that strategy. Building on Stephen and Hyrum's foundational work in leadership and productivity, FranklinCovey's deep expertise now extends to helping organizations and individuals achieve lasting behavioral change in seven crucial areas: leadership, execution, productivity, trust, sales performance, customer loyalty, and education.

The result? Our clients create cultures whose hallmarks are high-performing, collaborative individuals, led by effective, trust-building leaders who execute with excellence and deliver measurably improved results for all of their key stakeholders. Such cultures become these organizations' ultimate competitive advantage.

FranklinCovey's expanding reach now extends to more than 150 countries, with over 2,000 associates working toward our common mission of enabling greatness in people and organizations everywhere. We provide content, tools, methodology, training, and thought leadership, all based on a foundation of unshakable principles and proven practices.

Our ultimate aim is to help individuals and organizations achieve not just incremental, but transformational results. We express gratitude to our thousands of clients worldwide who provide us the opportunity to help them achieve their own great purposes.



Robert A. Whitman

Chairman & CEO,
FranklinCovey



Lavleen Raheja

Chairman & CEO,
FranklinCovey India & SouthAsia



Rajan Kaicker

Executive Chairman & Managing Director,
FranklinCovey India & SouthAsia

INDIA & SOUTHASIA HEADQUARTER

JIL Tower A, Ground Floor, Plot No. 78,
Sector 18, Institutional Area,
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WE DIFFERENTIATE OURSELVES IN FOUR KEY WAYS

WORLD-CLASS, PRINCIPLE-CENTERED CONTENT

Our content is designed and proven to establish the new mindsets, build the new skillsets, and utilize the most effective toolsets necessary to achieve sustained superior results. Our content is not based on fads. Rather, it is anchored in timeless principles, natural laws of human and organizational effectiveness, and proven applications. Our content is researched for years, refined through hundreds of field beta tests, and then developed through proven development processes. As a result of this disciplined approach, our content is enduring and often forms the basis for best-selling books that broaden our reach.



TRANSFORMATIONAL IMPACT AND REACH

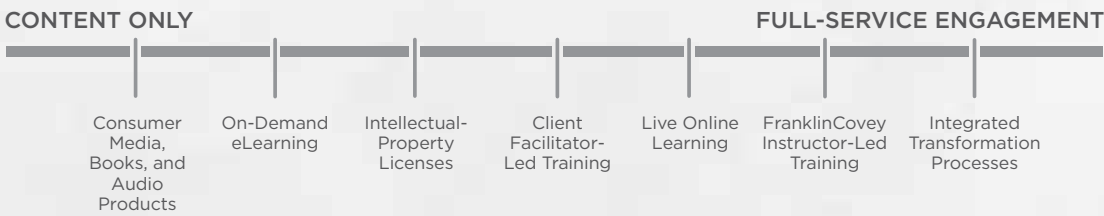
Our content is extremely engaging for participants, which is essential to creating lasting change. Perhaps our most important differentiator, however, is that we hold ourselves responsible for and measure ourselves by our clients’ achievement of transformational results. Our commitment to achieving lasting impact extends to all of our clients — from CEOs to elementary school students, from senior management to frontline workers, and from corporations to governmental and educational institutions.

“By utilizing this process inside our organization, our leaders and teams have been able to set and achieve extraordinary goals....Any organization can create these same kinds of breakthrough results if they apply the principles and processes...”

— J.W. MARRIOTT, JR., EXECUTIVE CHAIRMAN, MARRIOTT INTERNATIONAL, INC.

BREADTH AND SCALABILITY OF DELIVERY OPTIONS

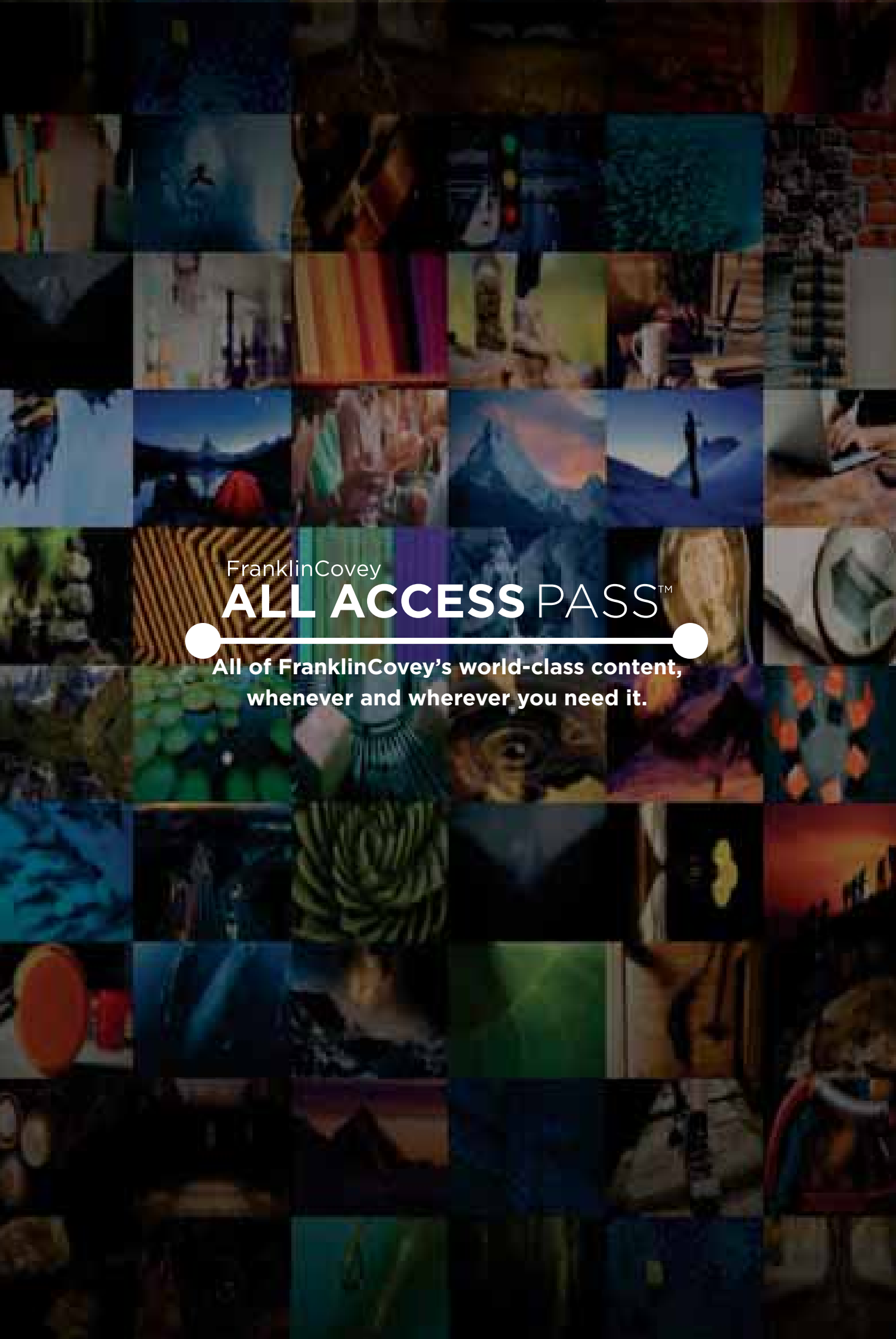
We offer a wide range of content-delivery options, including online learning; blended learning; intellectual-property licenses; training through certified facilitators; onsite delivery through our cadre of world-class consultants; and organization-wide transformation processes, including coaching and consulting.



GLOBAL CAPABILITY

We serve clients in more than 150 countries with solutions translated and localized into more than 30 languages.





FranklinCovey

ALL ACCESS PASS™

All of FranklinCovey's world-class content,
whenever and wherever you need it.

FranklinCovey has been helping organizations for nearly three decades—providing them with a combination of the world’s best content and solutions for developing leaders and effective individuals to drive the organization’s most important results. Today, the FranklinCovey All Access Pass® provides unlimited access to all of our best-in-class content and solutions, allowing you to expand your reach, achieve your business objectives, and sustainably impact performance across your organization.

WORLD-CLASS SOLUTIONS

All of FranklinCovey’s content is now available to help achieve your organization’s personal development and business objectives.

CONTENT AREAS	PERSONAL EFFECTIVENESS PASS	ALL ACCESS PASS	ALL ACCESS PASS PLUS
<i>The 4 Disciplines of Execution®</i> Operating System			●
<i>The 4 Essential Roles of Leadership™</i>		●	●
<i>The 5 Choices to Extraordinary Productivity®</i>	●	●	●
<i>The 6 Critical Practices for Leading a Team™</i>		●	●
<i>The 7 Habits of Highly Effective People®: Foundations</i>	●	●	●
<i>The 7 Habits of Highly Effective People®: Signature Edition 4.0</i>	●	●	●
<i>The 7 Habits Leader Implementation: Coaching Your Team to Higher Performance</i>		●	●
<i>The 7 Habits for Managers®</i>		●	●
<i>Create a Shared Vision and Strategy™</i>		●	●
<i>Execute Your Team's Strategy and Goals™</i>		●	●
<i>Helping Clients Succeed®: Filling Your Pipeline®</i>			●
<i>Helping Clients Succeed®: Qualifying Opportunities®</i>			●
<i>Helping Clients Succeed®: Closing the Sale®</i>			●
<i>Find Out WHY™: The Key to Successful Innovation</i>		●	●
<i>Inspire a Culture of Trust™</i>		●	●
<i>Introduction to The 4 Essential Roles of Leadership™</i>		●	●
Jhana		●	●
<i>Leaders@Change</i>		●	●
<i>Leading at the Speed of Trust®</i>		●	●
<i>Leading Customer Loyalty®</i>			●
Managing Millennials		●	●
<i>Meeting Advantage™</i>	●	●	●
Millennials@Work	●	●	●
<i>Presentation Advantage®</i>	●	●	●
<i>Project Management Essentials for the Unofficial Project Manager®</i>	●	●	●
<i>Speed of Trust®</i> Foundations		●	●
<i>Unleash Your Team's Potential Through Coaching™</i>		●	●
<i>What the CEO Wants You to Know: Building Business Acumen™</i>	●	●	●
<i>Writing Advantage®</i>	●	●	●



LEADERSHIP

EXCEPTIONAL LEADERSHIP AT EVERY LEVEL

Every day, miners at one of Mexico's largest coal companies descended 2,000 feet below the earth's surface, with one hour of emergency oxygen strapped to their waists. Besides dealing with the inherent stress of their industry, this organization was warring internally because customer demand was increasing just as productivity was dropping. The senior leaders knew that they would strengthen the organization to the degree they strengthened their people. As a result, the top leaders used *The 7 Habits of Highly Effective People*® to refocus on goals and trained all 6,000 employees in the content. In less than a year, safety issues declined 28 percent, production increased 21 percent, EBITDA increased 108 percent, and morale increased significantly.

Effective leaders do things differently, partly because they see things differently. In today's "whitewater world," a world demanding responsiveness to constant change, the most effective leaders (perhaps paradoxically) address this constant change with timeless principles of effectiveness and unwavering character. They recognize that great leadership is not only about what they do, but who they are.

FranklinCovey's Leadership Practice develops leaders at three levels: personal ("lead myself"), team ("lead my team"), and organization-wide ("leader of leaders"). At each of these levels, we focus both on *character*—helping leaders to model personal effectiveness, build trust with all stakeholders, and expand their Circle of Influence—and on *competence*—the ability to engage others to execute with excellence and deliver sustained superior results.

FranklinCovey's Leadership Practice helps develop leaders who:

- Achieve sustained superior performance.
- Engage employees to achieve the most critical objectives.
- Win the loyalty of customers, constituents, and other stakeholders.
- Build strategic advantage by identifying and making a distinctive contribution.

Organizations work with FranklinCovey to develop:

- Individual-effectiveness capabilities for every associate.
- Emerging/high-potential leaders.
- New supervisors and managers.
- Team leaders.
- Executive leadership.

THE 4 IMPERATIVES OF GREAT LEADERS



70%

OF TODAY'S TOP PERFORMERS

LACK CRITICAL
ATTRIBUTES

ESSENTIAL FOR THEIR SUCCESS

IN FUTURE ROLES.

LEADERSHIP SOLUTIONS

Leadership: Great Leaders, Great Teams, Great Results

Leadership Foundations

Leadership Modular Series

The 7 Habits of Highly Effective People®:
Signature Edition 4.0

7 Habits Leader Implementation: Coaching Your
Team to Higher Performance

The 7 Habits of Highly Effective People®: Foundations

The 7 Habits for Managers®

The 7 Habits of Highly Effective People®:
Interactive Edition

The 7 Habits Maximizer®

The 4 Essential Roles of Leadership™

Inspire a Culture of Trust™

Create a Shared Vision and Strategy™

Execute your Team's Strategy and Goals™

Unleash Your Team's Potential Through Coaching™

The 6 Critical Practices for Leading A Team™

Leaders@change

The Change Element

Championing Diversity : A Proactive Approach
to Workplace Diversity

FranklinCovey InSights® Leadership Modules

Millennials@Work

Managing Millennials

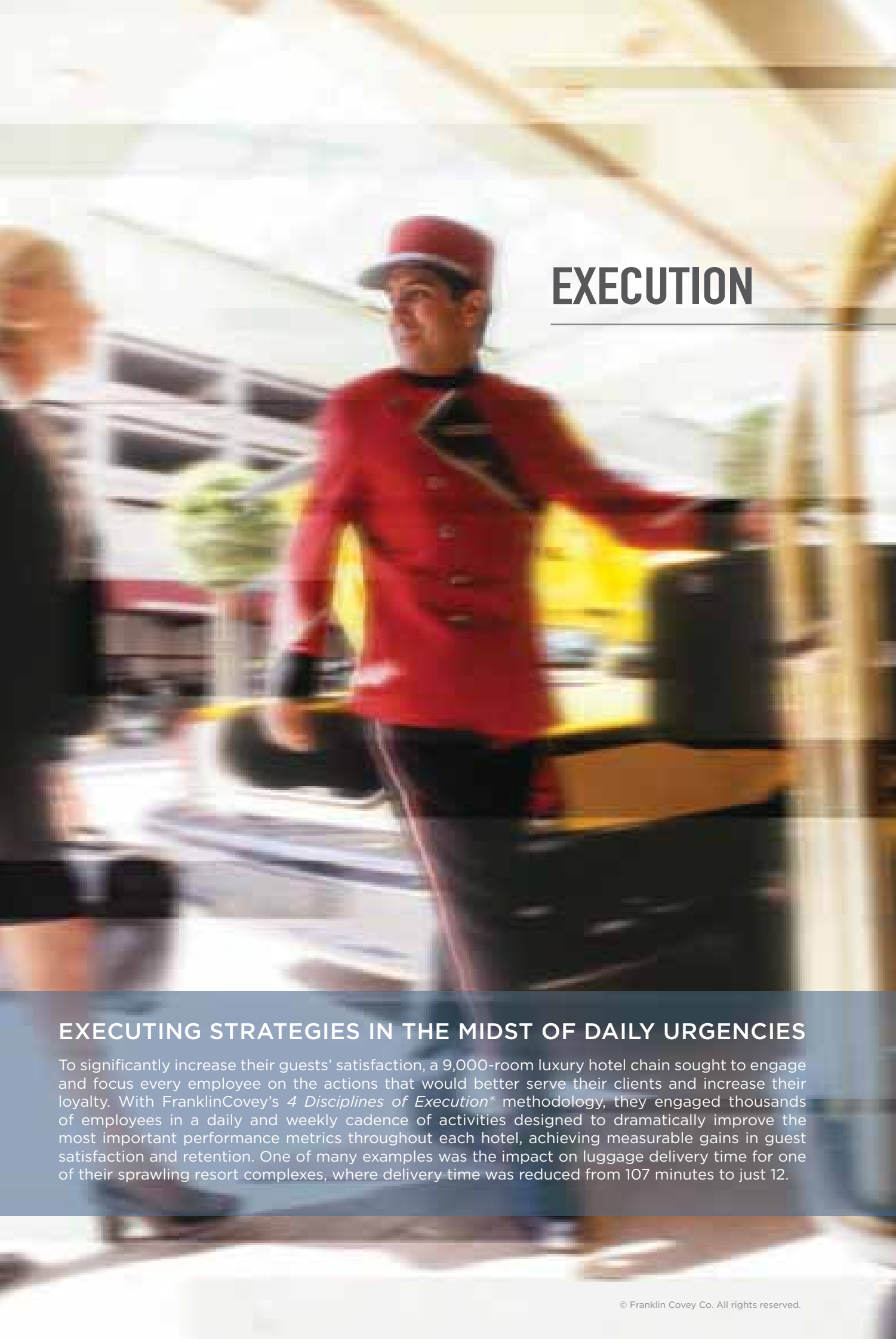
Find Out WHY™

What the CEO Wants You to Know:
Building Business Acumen

The 7 Habits® Jump Start Series

The Diversity Advantage

The 3rd Alternative™ Series



EXECUTION

EXECUTING STRATEGIES IN THE MIDST OF DAILY URGENCIES

To significantly increase their guests' satisfaction, a 9,000-room luxury hotel chain sought to engage and focus every employee on the actions that would better serve their clients and increase their loyalty. With FranklinCovey's *4 Disciplines of Execution*® methodology, they engaged thousands of employees in a daily and weekly cadence of activities designed to dramatically improve the most important performance metrics throughout each hotel, achieving measurable gains in guest satisfaction and retention. One of many examples was the impact on luggage delivery time for one of their sprawling resort complexes, where delivery time was reduced from 107 minutes to just 12.

FranklinCovey has studied the question of why some organizations execute with excellence while others falter, at a perhaps unprecedented level. Both top performers and their lesser-performing counterparts have pockets of known great performance—units where customers are delighted, employees engaged, and economics strong. Both top performers and lesser performers also have variability in their performance. The key difference is the shape of their “variability curves”—top performers’ curves are “righter and tighter” than those of lesser performers. They are simply better at institutionalizing what they already know how to do in pockets. Among lesser performers, the enormous energy required just to maintain day-to-day operations—the “whirlwind”—undermines the achievement of their top priorities. Top performers’ whirlwinds are no less powerful, but they establish processes for engaging their people toward the execution of their most important goals in the midst of the whirlwind. FranklinCovey’s execution methodology helps leaders establish clarity, focus, and accountability around critical strategic objectives, in the midst of competing daily urgencies.

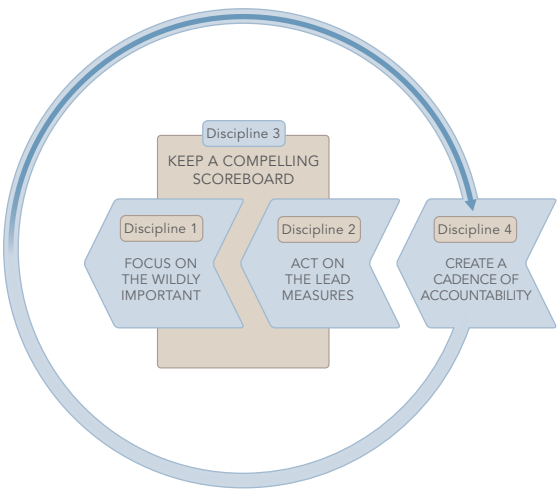
FranklinCovey’s Execution Practice helps leaders:

- Define the few, critical actions with the greatest impact on achieving desired objectives.
- Focus their teams on executing with excellence on these key performance levers.
- Drive team and individual engagement and accountability.

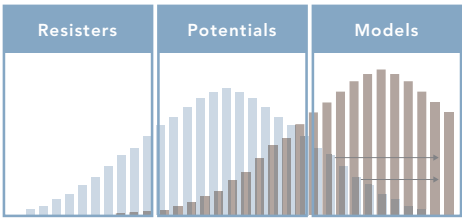
Our 4 Disciplines of Execution methodology, processes, and tools help organizations:

- Achieve a dramatic increase in the consistent execution of critical goals and objectives.
- Significantly increase engagement and morale while increasing accountability.
- Develop an organizational culture of execution that becomes a sustainable competitive advantage.
- Develop their next generation of high-execution senior leaders.

THE 4 DISCIPLINES OF EXECUTION



RIGHT AND TIGHT



70%
OF STRATEGIC FAILURES
ARE DUE TO POOR
EXECUTION
OF LEADERSHIP.
IT'S RARELY FOR LACK OF
SMARTS OR VISION.

—Ram Charan, Best-Selling Author
and Global CEO Advisor

EXECUTION SOLUTIONS

The 4 Disciplines of Execution® :
Manager Certification

The 4 Disciplines of Execution® :
Leadership Certification

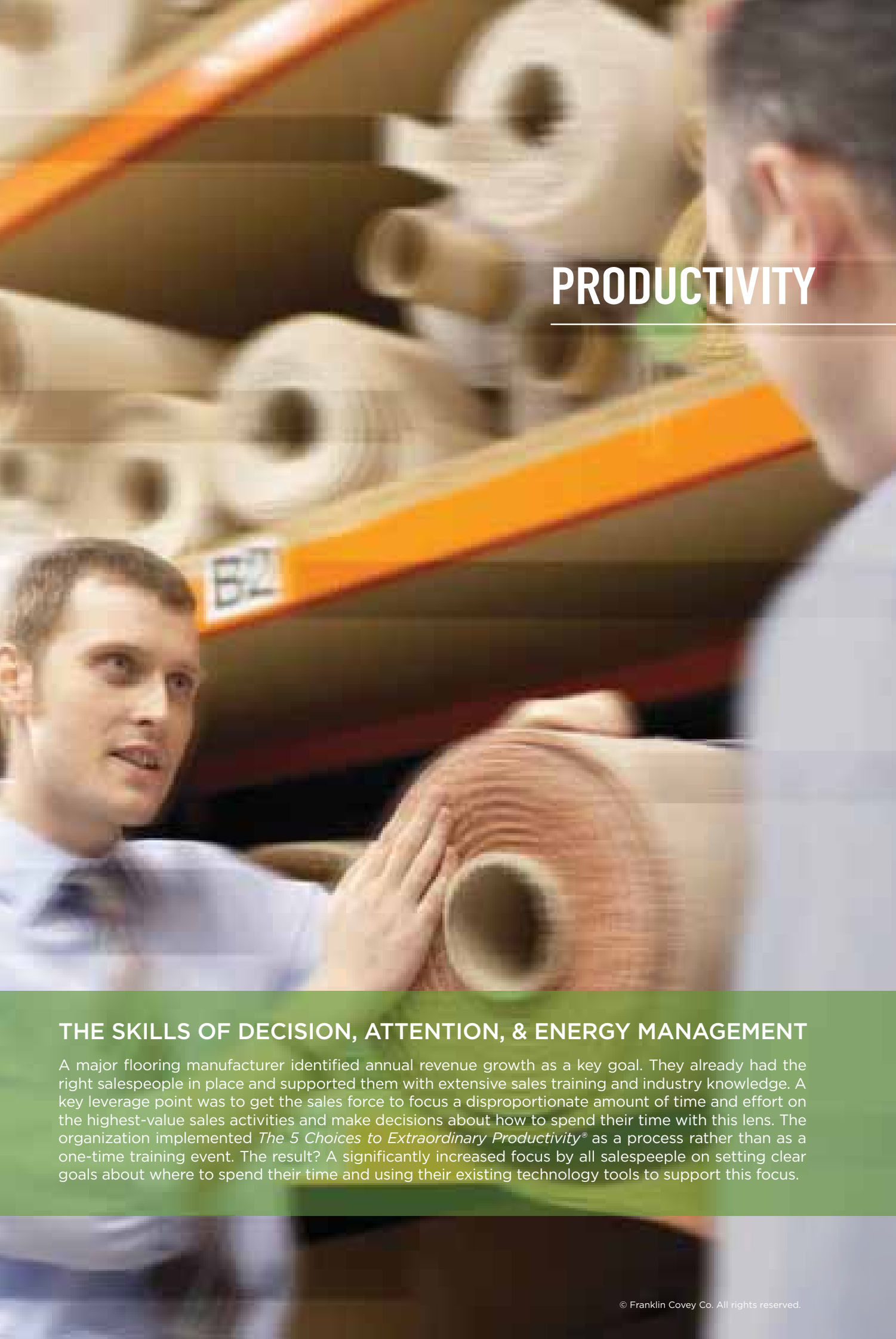
The 4 Disciplines of Execution® : OS

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Strategy Translation

FranklinCovey InSights® Execution Modules

My4DX.com



PRODUCTIVITY

THE SKILLS OF DECISION, ATTENTION, & ENERGY MANAGEMENT

A major flooring manufacturer identified annual revenue growth as a key goal. They already had the right salespeople in place and supported them with extensive sales training and industry knowledge. A key leverage point was to get the sales force to focus a disproportionate amount of time and effort on the highest-value sales activities and make decisions about how to spend their time with this lens. The organization implemented *The 5 Choices to Extraordinary Productivity*® as a process rather than as a one-time training event. The result? A significantly increased focus by all salespeople on setting clear goals about where to spend their time and using their existing technology tools to support this focus.

Today’s workforce is more stressed, pressed, and disengaged than ever before. Workers and management operate in a “do more with less” world, and the demands keep pouring in from their functional boss, matrix leaders, and virtual teams.

FranklinCovey’s Productivity Practice equips individuals, teams, and organizations to consistently make intentional high-value decisions and execute on high-impact goals and projects with excellence in the midst of unlimited choices, demands, and distractions.

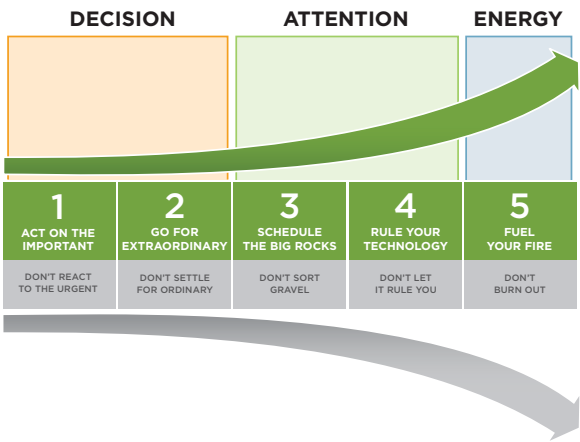
Participants in our various productivity work sessions establish new mindsets about where to spend their time—driven by their most important priorities, as well as skillsets and toolsets that enable them to filter out distractions, achieve their highest priorities with excellence, and feel successful about what they have accomplished.

- Deliver projects large and small on time, on budget, and to scope more often.
- Communicate professionally and persuasively through excellent presentation and writing skills.
- Feel more accomplished at the end of virtually every day.

Organizations work with FranklinCovey’s Productivity Practice to:

- Dramatically increase individuals’ focus on their most important goals—goals that are often buried by less important urgencies and distractions.
- Develop consistent processes and important people skills among their “unofficial” project managers.
- Enhance knowledge-worker abilities to increase productivity and communicate more effectively.

THE 5 CHOICES TO EXTRAORDINARY PRODUCTIVITY



AMONG MANAGERS & WORKERS

40%

OF ATTENTION, TIME, & ENERGY
— IS SPENT ON —

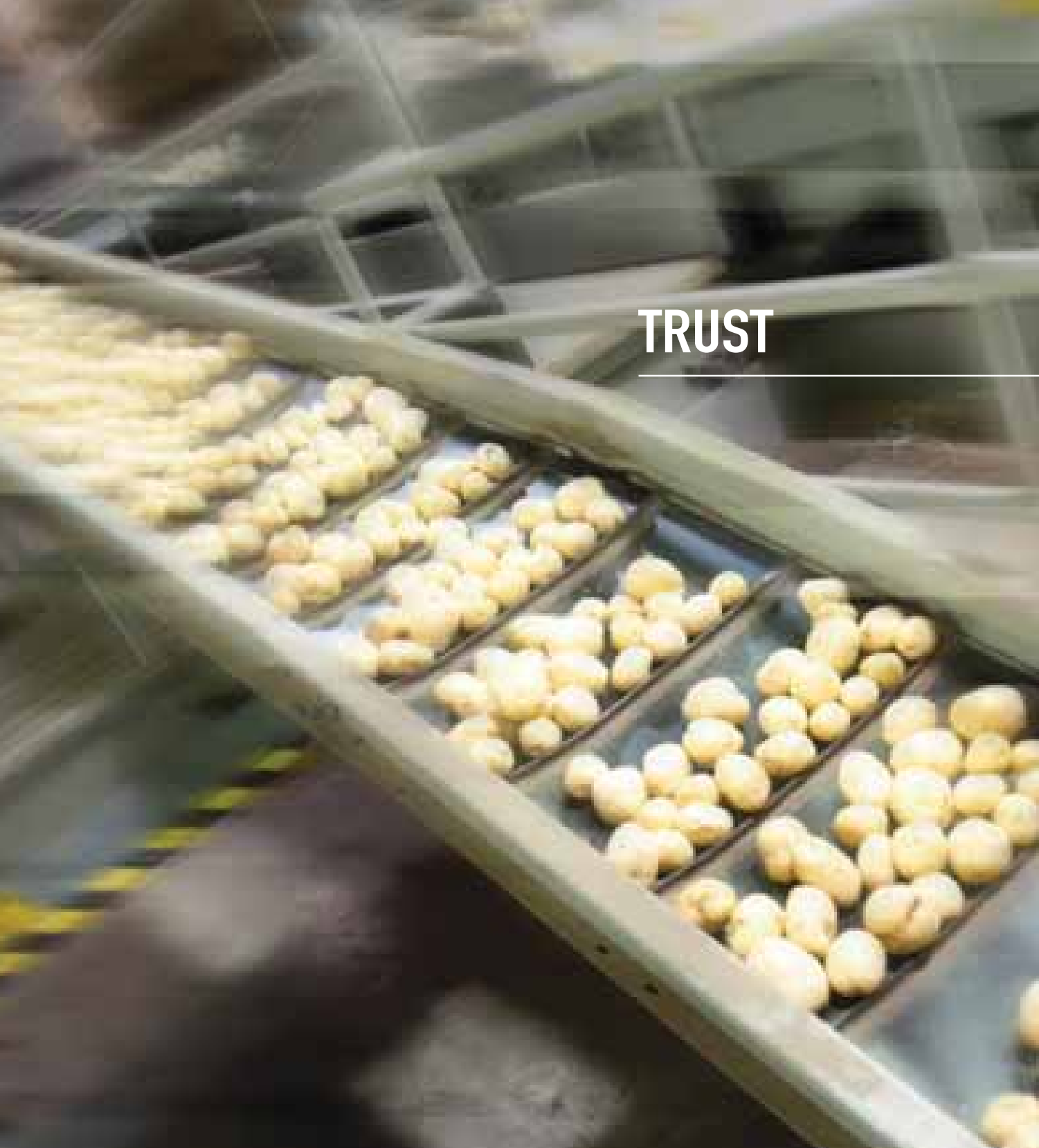
UNIMPORTANT,
IRRELEVANT ACTIVITIES.

—A FranklinCovey Study of More
Than 300,000 Professionals

PRODUCTIVITY SOLUTIONS

- The 5 Choices to Extraordinary Productivity®
- Project Management Essentials for the *Unofficial* Project Manager™
- Presentation Advantage®
- Writing Advantage®
- Technical Writing Advantage™
- Meeting Advantage™
- Rethinking Stress™

- Time Management for Google®: Powered by The 5 Choices® to Extraordinary Productivity
- Time Management for Outlook®: Powered by The 5 Choices to Extraordinary Productivity®
- Time Management Fundamentals: Powered by The 5 Choices to Extraordinary Productivity®
- Introduction to Project Management Essentials™
- Business Writing Skills™
- FranklinCovey InSights® Productivity Modules



TRUST

USING TRUST TO DECREASE COSTS AND SPEED RESULTS

Faced with unprecedented economic and crop-supply challenges, one of the world's largest snack-food companies needed to rework their entire operating plan and implement price changes in every major grocery market in North America—processes that usually took 6 months and 16 weeks respectively. Using FranklinCovey's *Speed of Trust*® process, leaders built a culture of trust in their teams, dramatically increasing the speed at which they worked. As a result, the organization implemented a new operating plan in only 2 weeks and restructured pricing in just 5 weeks. The organization went on to exceed plan and deliver double-digit growth of their products for the largest grocer in America, which the CEO credits to *The Speed of Trust*.

No leadership competency can compensate for a low-credibility, low-trust leader. As a result, organizations around the world are adding “trust” to their competency models because it impacts strategy, innovation, collaboration, performance, execution, talent retention, and customer and employee loyalty. Low-trust organizations pay heavy “Trust Taxes” in the form of diminished results, cumbersome bureaucracy, demoralized employees, and ever-increasing costs — while the work itself slows to a crawl.

Trust is more than a soft, social virtue—it’s a measurable, strategic advantage driven by specific, learnable behaviors. FranklinCovey’s *Speed of Trust* Practice has developed powerful processes to increase trust on the personal, team, relationship, and organizational levels, leading to lowered costs and faster results.

FranklinCovey’s *Speed of Trust* Practice helps leaders:

- Measure and then improve levels of trust in their organization.
- Implement the 13 Behaviors that build trust in teams.
- Confidently extend “Smart Trust” to team members, vendors, and partners.

On an organizational level, we’ve developed simple, scalable trust-building processes that:

- Drive cultural change and increase employee engagement.
- Develop world-class teams, expanding collaboration and innovation.
- Help organizations successfully integrate cultures following a merger or an acquisition—a circumstance that often triggers mistrust.
- Accelerate growth and increase shareholder value.

10%
INCREASE IN TRUST
HAS THE SAME
EFFECT ON EMPLOYEE
SATISFACTION AS A
36%
INCREASE IN PAY!

—Helliwell Huang Study



TRUST SOLUTIONS

Leading at the *Speed of Trust*®

Speed of Trust® Foundations

The *Speed of Trust*® Business Simulation

Meeting in a Box® for the Front Line

Speed of Trust® Team Index

Organizational Trust and Engagement Index

Self Trust: Increasing Your Credibility and Influence at Work™

Relationship Trust: Building Strong Teams and Relationships at Work™

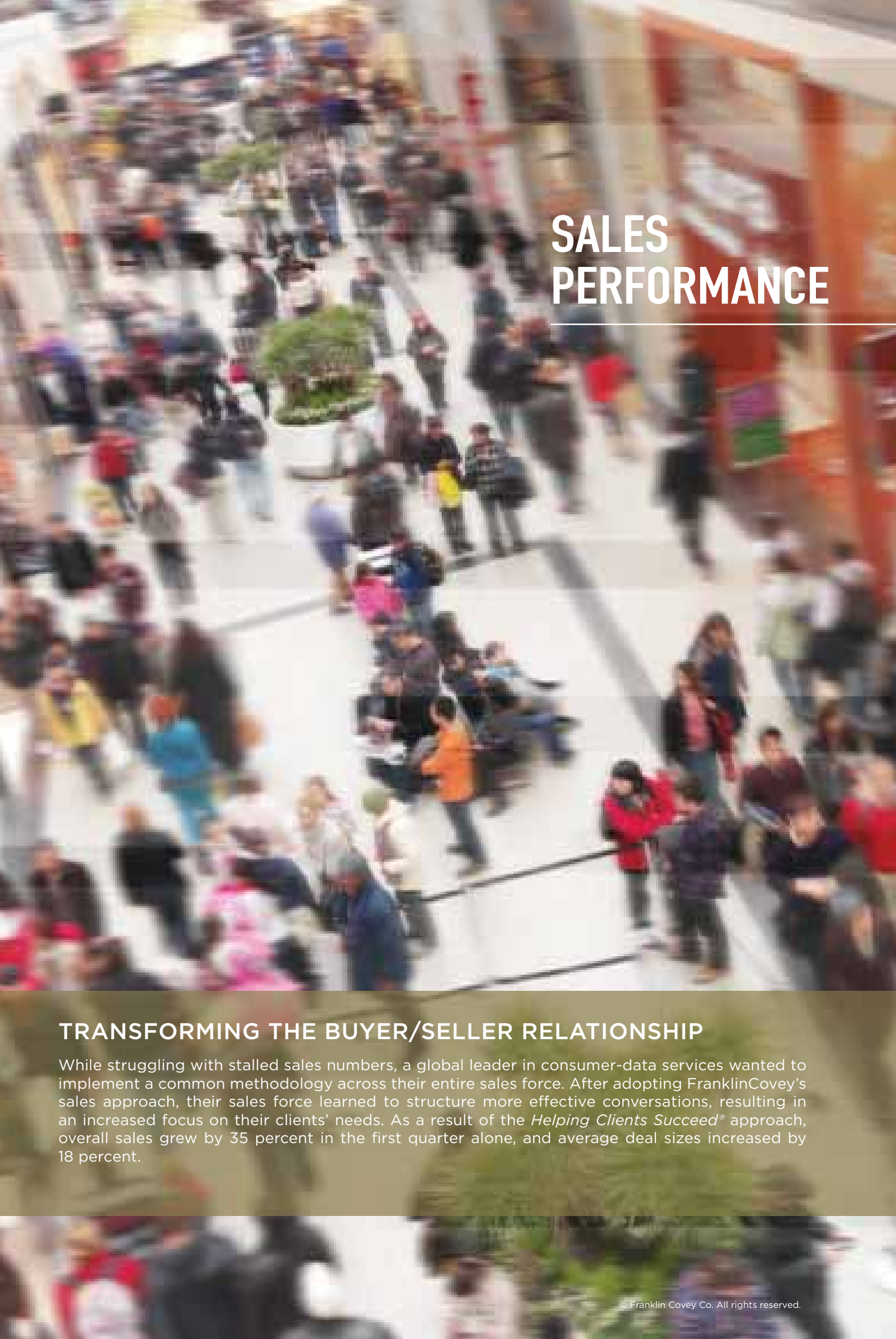
Organizational Trust: Building a High-Trust Organization™

Smart Trust™

FranklinCovey InSights® Trust Modules

Speed of Trust® Transformation Process

CultureCare: Building Trust and Collaboration for a Superior Patient Experience



SALES PERFORMANCE

TRANSFORMING THE BUYER/SELLER RELATIONSHIP

While struggling with stalled sales numbers, a global leader in consumer-data services wanted to implement a common methodology across their entire sales force. After adopting FranklinCovey's sales approach, their sales force learned to structure more effective conversations, resulting in an increased focus on their clients' needs. As a result of the *Helping Clients Succeed*® approach, overall sales grew by 35 percent in the first quarter alone, and average deal sizes increased by 18 percent.

Too often sales professionals approach their customers with the faulty mindset that sales is something they do *to* their customers rather than *with* them.

FranklinCovey’s Sales Performance Practice has a simple sales philosophy: the more you focus on helping your clients succeed, the more you will succeed.

With the *Helping Clients Succeed* sales methodology, buyers get the solutions they need in a way they feel good about, while salespeople are able to shorten their sales cycles, grow their accounts, close more deals, improve margins, and win more loyal clients.

FranklinCovey’s sales processes help sales leaders:

- Sharpen sales execution and reinforce leadership and individual skills.
- Initiate and qualify opportunities, win deals, and grow revenue through a process of assessment, development, execution, and measurement.
- Improve their planning, processes, and pipeline management.

Organizations hire the FranklinCovey Sales Performance Practice to:

- Help sales professionals consistently execute a consultative sales methodology.
- Teach sales forces to engage in complex selling environments or transition to selling on value.
- Coach sales professionals on specific deals.



SALES PERFORMANCE SOLUTIONS

Helping Clients Succeed®: Filling Your Pipeline™

Helping Clients Succeed®: Qualifying Opportunities™

Helping Clients Succeed®: Closing the Sale™

Opportunity Coaching

Sales Leadership Program

Trusted Advisor



CUSTOMER LOYALTY

EACH MOMENT COUNTS WHEN CREATING A LOYAL CUSTOMER

Every day, leaders and teams of an international pet-supply company come to work with the goal of delighting customers and making each one a “promoter”—a client who will come back, increase their purchases, and refer the store to others. How does this organization know which stores are winning and which need to improve? They get frequent, accurate data from a statistically relevant sample of customers at each store location. From this feedback, the organization can accurately rank their stores, reward the teams and leaders who are building the organization’s brand, and coach those who are not. This organization’s focus on delighting customers has paid off—customer-satisfaction and loyalty scores are up year over year, and profits are too.

Just imagine trying to improve profit across your organization without a frequent and accurate profit measure.

Yet, many organizations trying to improve their customer experience rely on unreliable customer-service metrics or none at all. In our experience, email and receipt surveys get very low response rates. As a result, the ranking of locations from these surveys leads many companies to reward and penalize the wrong managers, benchmark best practices from the wrong teams, and inaccurately identify which locations are helping or hurting their brands.

FranklinCovey’s Customer Loyalty Practice helps chains and other multi-unit operators drive faster revenue and profit growth through increased customer and employee loyalty. We’ve partnered with Fred Reichheld, loyalty expert and creator of the Net Promoter System™ (NPS), to help organizations measure and improve customer and employee loyalty through accurate metrics and world-class training and development.

FranklinCovey’s Customer Loyalty Practice helps organizations:

- Collect statistically valid feedback from a representative sample of customers and employees.
- Increase the visibility of customer-service metrics so managers get real-time feedback.
- Apply an accountability process at frontline teams so they deliver exceptional customer service at a much higher percentage of the time.
- Measure and improve employee engagement.

Organizations engage FranklinCovey to:

- Gather accurate and representative customer-experience feedback.
- Train leaders and teams to deliver exceptional customer service.
- Provide expert consultation on improving customer and employee loyalty.



—FranklinCovey Customer Loyalty Practice



CUSTOMER LOYALTY SOLUTIONS

Customer-Service Metrics™ (Satisfaction and Net Promoter Score™)
The 7 Habits® of Outstanding Customer Service

Employee Loyalty and Engagement (ELE) Solution
Customized Customer-Research Surveys
Leading Customer Loyalty®

EDUCATION



EVERY STUDENT CAN BECOME A LEADER

Critical portions of what is now *The Leader in Me*® were first pioneered by a principal of a failing U.S. elementary school who learned of the 7 Habits and was inspired to rebuild her school around the idea of leadership. Within three years, it became the top school of its kind in the U.S. Since then, *The Leader in Me* has expanded to more than 1,500 schools in 25 countries, including a Taiwanese elementary/middle school. This school integrated leadership development into its curriculum to build students into leaders, increase academic performance, and change the culture of the school. *The Leader in Me* is often sponsored by local businesses that want to enhance the future workforce and make a difference in the lives of young people.

Instead of seeing children through the lens of a normal distribution curve—some kids are smart and some less smart—*The Leader in Me* paradigm is that every child is capable of being a leader.

Based on *The 7 Habits of Highly Effective People*, *The Leader in Me* is a whole-school transformation process that integrates principles of leadership and effectiveness into school curriculum using everyday, age-appropriate language.

The Leader in Me is not an event or a curriculum—it's leadership development everywhere, all the time. Instead of “teaching leadership every Tuesday at 1 p.m.,” educators make leadership training part of everything they do. As teachers will tell you, it's not doing one more thing; it's doing what you're already doing in a better way.

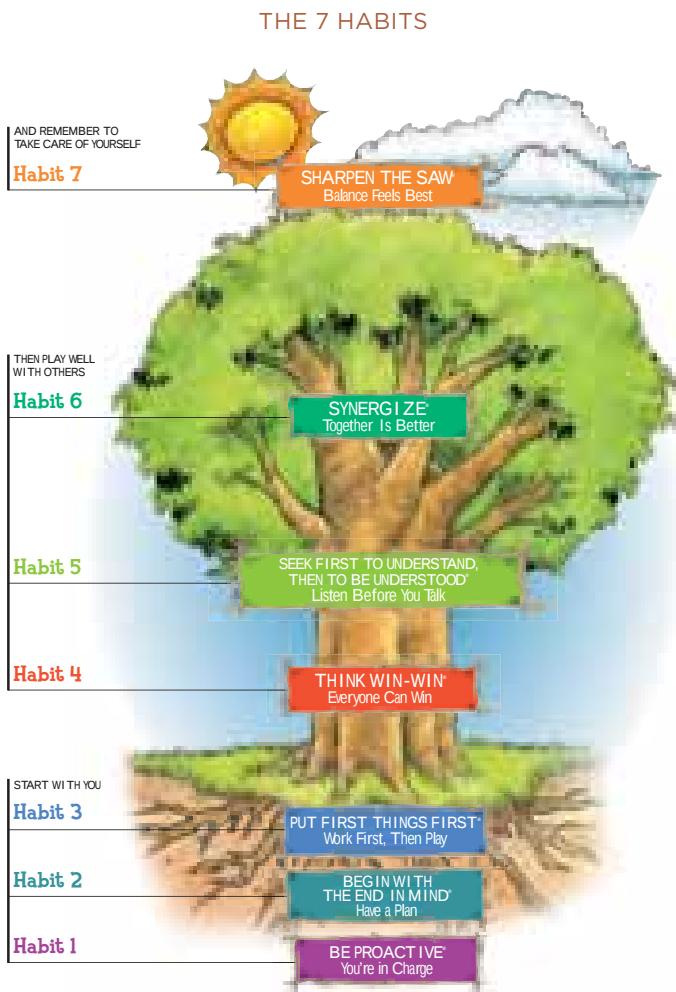
Schools that use *The Leader in Me* process consistently report student increases in:

- Self-confidence
- Teamwork
- Initiative
- Responsibility
- Creativity
- Leadership
- Communication
- Diversity awareness

The Leader in Me process has proven to:

- Increase student leadership.
- Boost student self-confidence.
- Improve school culture.
- Enhance student goal setting and achievement.
- Decrease disciplinary issues.
- Increase teacher engagement and parent involvement.

2,000
EXPANDING WEEKLY
SCHOOLS WORLDWIDE
ARE IMPLEMENTING
THE LEADER IN ME
PROCESS.



EDUCATION SOLUTIONS

The Leader in Me®

The 7 Habits of Highly Effective Teens®

The Choice Is Yours®

The Decision Is Yours®

The 8 Habits of a Successful Marriage™

The 7 Habits of Successful Families™

Introduction to The 7 Habits of Highly Effective College Students™

The 7 Habits of Effective College Students —
Succeeding in College...and in Life

21st Century Life Skills - Transiting from
Student Life to Work Life

LEADERSHIP SOLUTIONS

Leadership: Great Leaders, Great Teams, Great Results™

Equips your leaders and managers with the mindset, skillset, and toolset necessary to unleash the talent and capability of their teams to achieve your organization's highest priorities.

LIVE IN-PERSON LIVE ONLINE

Leadership Foundations™

Prepares high-potential individuals, project leaders, and informal leaders to take on significant leadership roles and responsibilities.

LIVE IN-PERSON LIVE ONLINE

Leadership Modular Series™

Drawn from the proven content of our flagship leadership-development solution, this six-module series allows leaders to tailor the content to the specific competencies that are most relevant to their team.

LIVE IN-PERSON LIVE ONLINE ON DEMAND

The 7 Habits of Highly Effective People®: Signature Edition 4.0

Renowned as the world's premier personal-development offering, *The 7 Habits of Highly Effective People: Signature Edition 4.0* work session sets the foundation for professional effectiveness—increasing productivity, restoring balance, and developing greater maturity and responsibility.

LIVE IN-PERSON LIVE ONLINE

7 Habits Leader Implementation: Coaching Your Team to Higher Performance

Designed to help leaders create a high-performance team by implementing the 7 Habits. Leaders learn a proven three-step implementation process, receive practical tools to help them coach their team to effectiveness, and a series of videos and study guides they can use with their team to reinforce learning.

LIVE IN-PERSON LIVE ONLINE

The 7 Habits of Highly Effective People®: Foundations

Empowers frontline associates with new knowledge, skills, and tools to confront issues, work as a team, increase accountability, and raise the bar on what they can achieve.

LIVE IN-PERSON LIVE ONLINE

The 7 Habits for Managers®

Develops managers to maximize their unique contributions and motivate extraordinary team performance by applying the 7 Habits in a series of real-work management tools.

LIVE IN-PERSON LIVE ONLINE

The 7 Habits of Highly Effective People®: Interactive Edition

FranklinCovey's trademark experience in a blended-learning solution, where participants use the 7 Habits in a state-of-the-art virtual simulation.

ON DEMAND

The 7 Habits Maximizer®

Designed as a follow-on solution to sustain behavior change for *7 Habits* participants.

LIVE IN-PERSON LIVE ONLINE

The 4 Essential Roles of Leadership™

Even in the most turbulent times, there are four roles leaders play that are highly predictive of success. We call them essential, because as leaders consciously lead themselves and their teams in alignment with these roles, they lay the foundation for effective leadership.

LIVE IN-PERSON LIVE ONLINE

Inspire a Culture of Trust™

The very best leaders shape their team cultures intentionally by modeling credibility and by behaving in ways that inspire trust in those around them.

LIVE IN-PERSON LIVE ONLINE

Create a Shared Vision and Strategy™

Effective leaders have a vision. They think BIG. They see that where they are today is not where they need to be tomorrow. They take themselves, their team, and their organization to this new place—first as a team vision, then with a concrete strategy.

LIVE IN-PERSON LIVE ONLINE

Execute your Team's Strategy and Goals™

Effective leaders have a process for getting work done with and through others in ways that engage team members and fully utilize all of their potential.

LIVE IN-PERSON LIVE ONLINE

Unleash Your Team's Potential Through Coaching™

The best leaders are great coaches. They move from telling and fixing, to building capability by using three key coaching skills: listening, questioning, and acknowledging. And they make coaching an essential part of their day-to-day leadership practice by regularly having formal and informal coaching conversations.

[LIVE IN-PERSON](#) [LIVE ONLINE](#)

The 6 Critical Practices for Leading A Team™

The program is ideal for new first-level leaders who need to transition successfully from individual contributors to leaders of others. It also applies to leaders who have been in their roles for some time, and are looking for practical and relevant guidance on how to effectively lead and manage their teams.

[LIVE IN-PERSON](#) [LIVE ONLINE](#)

Leaders@change

Change management involves ensuring change is implemented smoothly and with lasting benefits, by considering its wider impact on the organization and people within it.

[LIVE IN-PERSON](#) [LIVE ONLINE](#)

The Change Element

By giving everyone in your organization the tools to change, your whole organization can move faster than ever before. In a world of ever-accelerating change, your ability to change can turn into a competitive advantage.

[LIVE IN-PERSON](#) [LIVE ONLINE](#)

Championing Diversity™: A Proactive Approach to Workplace Diversity

Helps participants discover the importance of a diverse workforce, challenge unproductive beliefs and stereotypes, and recognize the value of each team member's contribution.

[LIVE IN-PERSON](#) [LIVE ONLINE](#)

FranklinCovey InSights® Leadership Modules

Short, Web-based, video-rich modules based on 15 core competencies, which leaders can share during meetings or participants can access individually for a self-paced learning experience.

[LIVE ONLINE](#) [ON DEMAND](#)

Managing Millennials

Learn why the next generation is different, and how to handle the flood of younger employees in the workplace with the specific skills that managers at any level can use to improve the effectiveness of their changing workforce.

[LIVE IN-PERSON](#) [LIVE ONLINE](#)

Millennials@Work

Helps Millennial employees develop seven critical skills that will allow them to find purpose in their work and take an organization to the next level.

[LIVE IN-PERSON](#) [LIVE ONLINE](#)

Find Out WHY™

Helps leaders at all levels understand why customers make the choices they do. When you understand customers that way, you can move your innovation successes from random to predictable.

[LIVE IN-PERSON](#) [LIVE ONLINE](#)

What the CEO Wants You to Know: Building Business Acumen™

Demystifies complex financial terms for nonfinancial associates so they can better understand how to impact their organization's money-making model.

[LIVE IN-PERSON](#) [LIVE ONLINE](#)

The 7 Habits® Jump Start Series

Develops the habits necessary for personal and interpersonal effectiveness, including communication, time-management skills, maturity, and life balance.

[LIVE ONLINE](#) [ON DEMAND](#)

The Diversity Advantage™

Demonstrates how to increase understanding and gain deeper trust, communicate more productively, achieve higher levels of collaboration, and increase creativity and innovation.

[LIVE ONLINE](#) [ON DEMAND](#)

The 3rd Alternative™ Series

Drawn from Dr. Covey's book, *The 3rd Alternative*, this webinar series increases skills in conflict resolution, decision making, innovation, negotiation, and problem solving.

[LIVE ONLINE](#)

EXECUTION SOLUTIONS

The 4 Disciplines of Execution®:
Manager Certification

This organization-wide transformation process teaches and sustains the behavior change necessary to execute the most important goals. It ensures managers and employees identify and execute their highest priorities through focusing on Wildly Important Goals, creating a compelling scoreboard, translating top goals into specific actions, and holding each other accountable.

LIVE IN-PERSON

The 4 Disciplines of Execution® :
Leadership Certification

Through the 4 Disciplines, leaders are able to not only raise performance to a new level, but also to sustain it. Ultimately, the new behaviors become a personal standard for each member of the team and, in time, habits that will continue even when the are no longer being highly emphasized. By consistently applying the 4 Disciplines to the organization’s new objectives, leaders can raise the performance of teams in ways that “stick” and are often irreversible.

LIVE IN-PERSON

The 4 Disciplines of Execution® OS

Practice Leaders of FranklinCovey’s Execution Practice and co-authors of the bestselling 4 Disciplines of Execution, Chris McChesney and Jim Huling walk you and your team through a step-by-step process based on over 2,000 strategic implementations. You will be able to create your lag and lead measures with total confidence, build your online scoreboard, and run your weekly cadence with clarity and transparency.

LIVE IN-PERSON LIVE ONLINE

Strategy Translation

A one-day session for a senior leadership team to translate high-level strategy into the fewest number of Wildly Important Goals (WIGs), as well as understand the keys of implementing the 4 Disciplines across an organization. This session includes executive interviews as pre-work and has become a critical first step for most leaders before launching *The 4 Disciplines of Execution: Manager Certification*.

LIVE IN-PERSON

FranklinCovey InSights®
Execution Modules

Short, Web-based, video-rich learning modules that teach participants to identify the organization’s most important goals and create accountability for their execution.

ON DEMAND

My4DX.com

An online tool to help team members follow the principles of *The 4 Disciplines of Execution* by tracking their scoreboard and their individual commitments weekly. It provides leaders with visibility, transparency, and accountability on their Wildly Important Goals.

ON DEMAND

PRODUCTIVITY SOLUTIONS

The 5 Choices to Extraordinary Productivity®

Participants learn to make high-value decisions using the 21st-century time-management skills of decision, attention, and energy management combined with powerful planning processes.

[LIVE IN-PERSON](#) [LIVE ONLINE](#) [ON DEMAND](#)

- Microsoft® Outlook® Edition
- IBM® Lotus Notes® Edition
- Google® Edition
- Weekly Paper-Planning Edition

Project Management Essentials for the *Unofficial* Project Manager™

Helps participants complete projects by implementing a disciplined process and mastering informal authority when collaborating with others.

[LIVE IN-PERSON](#) [LIVE ONLINE](#)

Presentation Advantage®

Participants discover how to craft presentations around essential objectives, present key concepts and ideas with power and enthusiasm, and design and present effective visuals.

[LIVE IN-PERSON](#) [LIVE ONLINE](#)

Writing Advantage®

Teaches quality writing standards that help your employees increase productivity, resolve issues, avoid errors, and heighten credibility.

[LIVE IN-PERSON](#) [LIVE ONLINE](#)

Technical Writing Advantage™

Teaches individuals how to take complex ideas and make them understandable in written form.

[LIVE IN-PERSON](#)

Meeting Advantage™

Teaches how to plan before a meeting, focus during the meeting, and follow through after the meeting.

[LIVE IN-PERSON](#) [LIVE ONLINE](#)

Rethinking Stress™

Helps participants understand the causes and impact of stress and provides strategies to cope with the increasing pressures of a high-demand world.

[LIVE IN-PERSON](#)

Time Management for Google®: Powered by The 5 Choices® to Extraordinary Productivity

Optimizes Google to boost productivity, leverage technology, and fend off distractions.

[LIVE ONLINE](#) [ON DEMAND](#)

Time Management for Outlook®: Powered by The 5 Choices® to Extraordinary Productivity

Optimizes Microsoft Outlook to boost productivity, leverage technology, and fend off distractions.

[LIVE ONLINE](#) [ON DEMAND](#)

Time Management Fundamentals: Powered by The 5 Choices® to Extraordinary Productivity

Helps participants identify and clarify values, set goals, and plan in order to accomplish what counts.

[LIVE ONLINE](#) [ON DEMAND](#)

Introduction to Project Management Essentials™

Designed for employees with little or no previous project-management experience, this webinar teaches a process to complete projects on time and within budget, as well as the foundational behaviors required to work with a team.

[LIVE ONLINE](#) [ON DEMAND](#)

Business Writing Skills™

Sets writing standards that help participants write faster and more clearly, revise and fine-tune documents, resolve issues, avoid errors, and heighten credibility.

[LIVE ONLINE](#) [ON DEMAND](#)

FranklinCovey InSights® Productivity Modules

Short, Web-based, video-rich learning modules that help participants take initiative, balance work-life priorities, plan, and manage stress.

[ON DEMAND](#)

TRUST SOLUTIONS

Leading at the *Speed of Trust*®

Helps leaders at all levels raise trust from an often-ignored asset to a strategic advantage in their organization. This work session focuses on behaviors common to high-trust leaders.

[LIVE IN-PERSON](#) [LIVE ONLINE](#)

Speed of Trust® Foundations

Gives participants the language, behavior, and tools they need to increase their personal credibility and develop trusting relationships that lead to sustainable results.

[LIVE IN-PERSON](#) [LIVE ONLINE](#)

The *Speed of Trust*® Business Simulation

Uses traditional “gaming” elements—including a board, dice, and surprise events—to create a fun and disarming approach to a serious business topic.

[LIVE IN-PERSON](#)

Meeting in a Box® for the Front Line

This interactive, leader-led discovery experience helps you guide a discussion about creating greater trust within your team.

[LIVE IN-PERSON](#)

Speed of Trust® Team Index

Measures the strength of the 4 Cores of Credibility and the 13 Behaviors of High-Trust Leaders in a team environment and diagnoses areas to improve.

[LIVE IN-PERSON](#)

Organizational Trust and Engagement Index

This employee survey measures the one thing that is common to every healthy, engaged organizational culture: high trust. This tool identifies specific behaviors that are creating the current trust and engagement environment.

Self Trust: Increasing Your Credibility and Influence at Work™

Teaches participants how to avoid the costs of low trust, build confidence in themselves, restore trust with others, and act with integrity.

[LIVE ONLINE](#) [ON DEMAND](#)

Relationship Trust: Building Strong Teams and Relationships at Work™

Builds trust within teams to improve results and helps participants resolve conflicts, empower others, and improve business relationships through increased trust.

[LIVE ONLINE](#) [ON DEMAND](#)

Organizational Trust: Building a High-Trust Organization™

Enables leaders to leverage trust within their work teams and organizations, as well as align internal systems and processes.

[LIVE ONLINE](#) [ON DEMAND](#)

Smart Trust™

Reveals the five Trust Actions that minimize risk while maximizing the benefits of extending trust.

[LIVE ONLINE](#) [ON DEMAND](#)

FranklinCovey InSights® Trust Modules

Short, Web-based, video-rich learning modules that teach participants to build, extend, and restore trust.

[ON DEMAND](#)

Speed of Trust® Transformation Process

This process institutionalizes new behavior in the context of real work, with a simple, repeatable, and scalable process. It enables leaders, as well as individual contributors, to be more engaged, more committed, and more accountable for results. The *Speed of Trust* Transformation Process dramatically impacts real outcomes through changing the performance of individuals and teams.

CultureCare: Building Trust and Collaboration for a Superior Patient Experience

CultureCare fills a critical need for today’s healthcare organization trying to navigate through tremendous change. Not a training program, *CultureCare* is a four-phase transformation process creating a high-trust, collaborative hospital culture. *CultureCare* produces transformational results such as lower costs, increased efficiency, safer transitions, increased employee engagement, decreased hospital readmissions, fewer errors, and increased patient-satisfaction scores.

SALES PERFORMANCE SOLUTIONS

Helping Clients Succeed®: Filling Your Pipeline™

Provide your sales teams with new and effective alternatives to prospecting and the tools to create and advance profitable opportunities that help clients succeed.

[LIVE IN-PERSON](#) [LIVE ONLINE](#)

Helping Clients Succeed®: Qualifying Opportunities™

Breaks down the dysfunctions in the selling/buying process with trustworthy communication and disciplined business thinking.

[LIVE IN-PERSON](#) [LIVE ONLINE](#)

Helping Clients Succeed®: Closing the Sale™

Provide your sales team with the skills and tools to increase their win rates by enabling their customers to make good decisions that benefit both the buyer and the seller.

[LIVE IN-PERSON](#) [LIVE ONLINE](#)

Opportunity Coaching

Sales leaders and their teams receive coaching from one of our certified delivery consultants to help move targeted sales opportunities forward while improving key sales skills in the process.

[LIVE IN-PERSON](#)

Sales Leadership Program

An intensive leadership program designed to help sales leaders and managers maximize performance.

[LIVE IN-PERSON](#)

Trusted Advisor

We believe, if we are trusted advisors to our clients, they will come back to us; there after the relationship is of mutual exploration and not of dysfunctional transactions. Those who can truly understand clients and their business issues, and deliver tangible benefits, are the ones who win more business. A trusted advisor is a key differentiator in our increasingly competitive, global marketplace.

[LIVE IN-PERSON](#)

CUSTOMER LOYALTY SOLUTIONS

Leading Customer Loyalty®

Leading Customer Loyalty is a one-day work session for frontline managers to learn the principles and practices needed to win the hearts of employees and customers.

[LIVE IN-PERSON](#)

Customer-Service Metrics™ (Satisfaction and Net Promoter Score™)

Provides highly accurate customer-service metrics that represent the views of all your customers, not just a vocal minority. Customer feedback is displayed on a customized Web portal so that managers can see their scores, read customer comments, call back unhappy customers, and take action to delight a higher percentage of customers.

The 7 Habits® of Outstanding Customer Service

Inspires frontline leaders and managers to serve customers in ways that will delight them and build loyalty to your organization.

[LIVE IN-PERSON](#)

Employee Loyalty and Engagement (ELE) Solution

We use a short 15-question, Web-delivered survey that measures how loyal and engaged employees are to their job and your company.

Customized Customer- Research Surveys

We design and implement customized research studies such as our Competitive Benchmark NPS® Study that shows how your company stacks up against the competition.

EDUCATION SOLUTIONS

The Leader in Me®

An innovative, schoolwide model that emphasizes a culture of student empowerment and helps unleash each child's full potential. Applying the 7 Habits, teachers and students internalize timeless leadership principles that nurture the skills students need for success in the 21st century.

LIVE IN-PERSON

The 7 Habits of Highly Effective Teens®

Based on the best-selling book by Sean Covey, this solution gives young people a set of proven tools to deal successfully with real life. The habits build upon each other and foster behavioral change and improvement from the inside out.

LIVE IN-PERSON LIVE ONLINE

The Choice Is Yours®

A series of five-minute activities designed to help students learn and internalize the 7 Habits. It is simple enough to be completed by students in a self-directed manner or with teacher instruction.

LIVE IN-PERSON

The Decision Is Yours®

A series of activities to help students understand the impact of their decisions in relation to school, friends, parents, dating, addictions, and self-worth.

LIVE IN-PERSON

The 8 Habits of a Successful Marriage™

Enables couples to clearly define their vision as a family, build a common sense of purpose and values, accomplish family goals, and achieve better communication.

LIVE IN-PERSON

The 7 Habits of Successful Families™

This engaging family-strengthening program has proven successful with all kinds of families because it uses a self-discovery and adult-learner approach. Families come away with new ways of thinking, new skills, new attitudes, and the commitment to make their family successful.

LIVE IN-PERSON

Introduction to The 7 Habits of Highly Effective College Students™

Helps college students learn the habits that lead to success in their academic and personal lives by discovering their personal mission, setting goals, prioritizing tasks, and teaming with others.

LIVE IN-PERSON

The 7 Habits of Highly Effective College Students – Succeeding in College...and in Life

Helps first-year and transitional students stay in college and succeed by being effective in school, at work, and in life.

LIVE IN-PERSON

21st Century Life Skills – Transitioning from Student Life to Work Life

The 21st century started off with the digital age and was followed with unprecedented information explosion. 21st Century Life Skills enables students to transit from their Student life to Work life / Professional life with great effectiveness. Each student needs to have academic knowledge, social / life skills & certain key personal characteristics that empower them to be productive, competent and responsible global citizens. The 21st Century Life Skills builds Flexibility, Initiative, Social Skills, Productivity, Innovation, High Effectiveness and Leadership.

LIVE IN-PERSON

SOME OTHER SOLUTIONS

All Access Pass[®]

All of FranklinCovey's content is now available to help achieve your organization's personal development and business objectives.

[LIVE IN-PERSON](#) [LIVE ONLINE](#)

Live Clicks[™]

Now all your employees can experience the world-renowned benefits of FranklinCovey training, no matter where they live and work around the globe. LiveClicks webinar workshops put the high-quality instruction of FranklinCovey in-person training into convenient online workshops. LiveClicks webinar workshops are led by our certified instructors or yours and are presented live online. With over 50 titles, webinars are available in 2-hour single sessions as well as multiple 90-minute sessions for a more in-depth approach.

[LIVE ONLINE](#)

Insights[™]

Help your organization achieve increased performance with FranklinCovey InSights. InSights are short, Web-based, video-rich learning modules. Learners access them as a team or individually for a self-paced learning experience.

[LIVE ONLINE](#)

Excelators[™]

Access to 25 self-paced courses which are 60 minutes in length. Excelators offer a highly interactive experience through videos, animation, interactive quizzes and assessments, PDF toolkits as well as other resources and tools.

[LIVE ONLINE](#)

FRANKLINCOVEY MEDIA PUBLISHING

FranklinCovey has authored more than 30 books, many of which are perennial best-sellers and translated into dozens of languages. Through print and electronic media, we continue to develop world-class thought leadership.

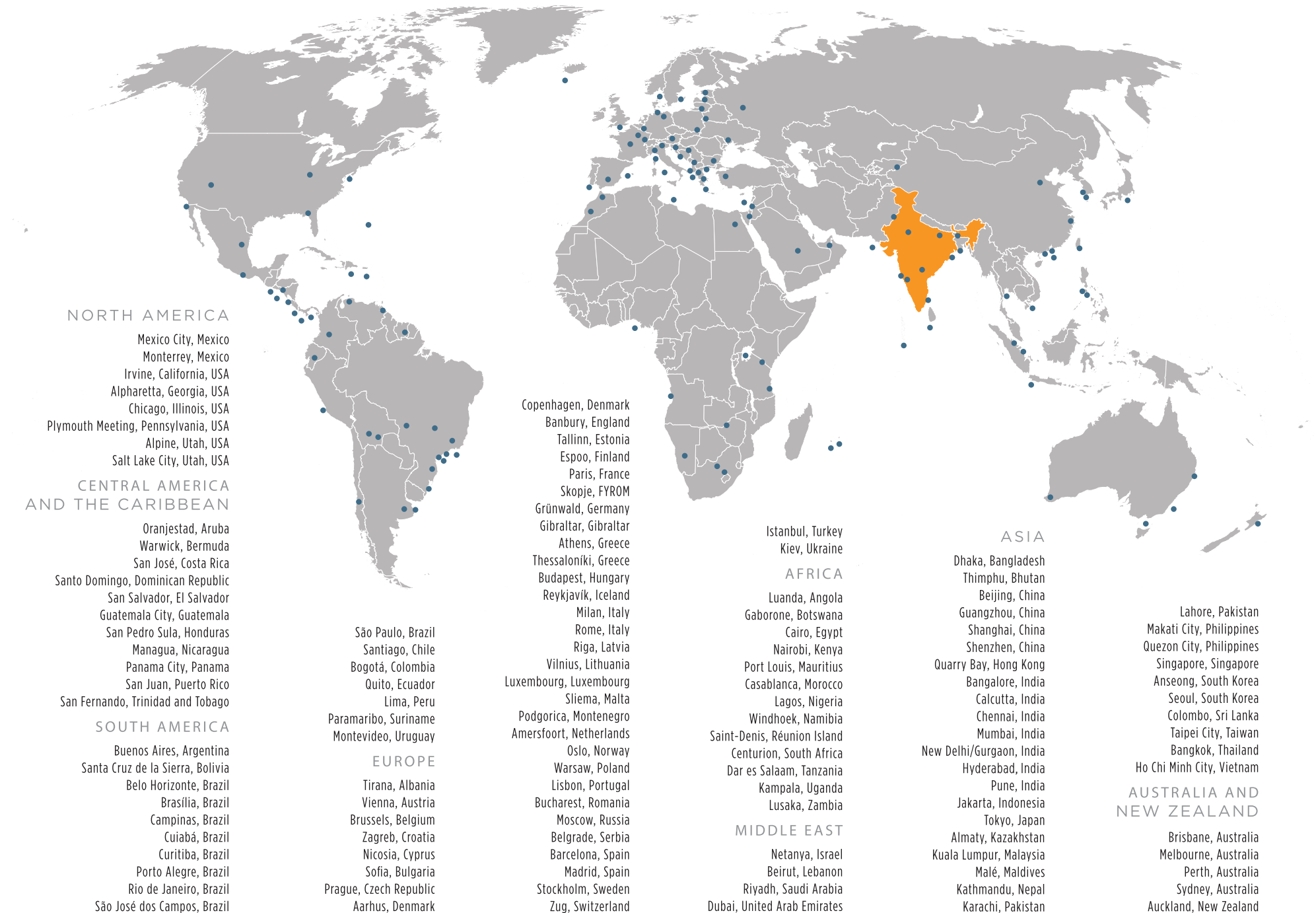
FRANKLINCOVEY THOUGHT LEADERSHIP

The 7 Habits of Highly Effective People	Let's Get Real or Let's Not Play: The Demise of 20th-Century Selling and the Advent of Helping Clients Succeed
The 8th Habit: From Effectiveness to Greatness	
The 3rd Alternative: Solving Life's Most Difficult Problems	Let's Get Real or Let's Not Play: Transforming the Buyer/Seller Relationship
The Leader in Me: How Schools Around the World Are Inspiring Greatness, One Child at a Time, 2nd Edition	The Power Principle: Influence With Honor
The Wisdom and Teachings of Stephen R. Covey	The Nobility of Policing: Guardians of Democracy
The 7 Habits of Highly Effective Families	The Learning Explosion: 9 Rules to Ignite Your Virtual Classrooms
Principle-Centered Leadership	The Webinar Manifesto
Everyday Greatness: Inspiration for a Meaningful Life	Millennials@WORK
Living the 7 Habits: The Courage to Change Great Work, Great Career	The 5 Choices: The Path to Extraordinary Productivity
Predictable Results in Unpredictable Times	Project Management for the Unofficial Project Manager
First Things First	Presentation Advantage
The Speed of Trust: The One Thing That Changes Everything	The Ultimate Competitive Advantage
Smart Trust: Creating Prosperity, Energy, and Joy in a Low-Trust World	Unlocking Potential
The 4 Disciplines of Execution: Achieving Your Wildly Important Goals	Unwind
The 7 Habits of Highly Effective Teens: The Ultimate Teenage Success Guide	
The 6 Most Important Decisions You'll Ever Make: A Guide for Teens	
The 7 Habits of Happy Kids	
The 7 Habits of Happy Kids Collection	
The 10 Natural Laws of Successful Time and Life Management	
What Matters Most: The Power of Living Your Values	

THOUGHT-LEADERSHIP PARTNERS

The Ultimate Question: Driving Good Profits and True Growth
Fred Reichheld
The Ultimate Question 2.0: How Net Promoter Companies Thrive in a Customer-Driven World
Fred Reichheld
What the CEO Wants You to Know: How Your Company Really Works
Ram Charan
Sticking Points
Hayden Shaw

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