



Franklin Covey Co. Launches New Work Session 'Clayton Christensen Signature: Find Out WHY—The Key to Successful Innovation'

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New Content from Wall Street Journal Best-selling Author and Harvard Business School Professor Added to Portfolio of Solutions Available through the FranklinCovey All Access Pass®

SALT LAKE CITY--(BUSINESS WIRE)--Aug. 16, 2018-- [Franklin Covey Co.](#) (NYSE: FC), a global firm specializing in organizational performance improvement, today announced the launch and availability of its newest work session, "Clayton Christensen Signature: [Find Out WHY](#) —The Key to Successful Innovation," which is now part of FranklinCovey's robust suite of offerings available through its All Access Pass®.

Find Out WHY is based on 25 years of research and practice by [Clayton Christensen](#), Harvard Business School professor and one of the world's most influential business leaders, and [Bob Moesta](#), an insightful practitioner and developer of over 3,000 product innovations. The work session is also based, in part, on the best-selling book "[Competing Against Luck](#)," co-authored by Christensen, Taddy Hall, Karen Dillon and David S. Duncan.

"Innovation is a crucial element to the successful evolution of any company," said Christensen. "But many companies frequently get stuck in a cycle of fundamentally flawed innovation, and executives, leaders, and teams are regularly unsatisfied with their innovation performance. When viewed through the lens of Jobs Theory, leaders can drive their innovation to a meaningful breakthrough and gain a progressive understanding of what matters most to customers. This transformation will uncover untapped innovative potential for creating products and services that spur customers to purchase, positioning companies for sustained success."

Christensen and Moesta's research and practice have resulted in this conclusion: As organizations more intensely focus on what customers want to accomplish in a given circumstance, their innovations will be far more successful. This Jobs Theory or theory of [Jobs to Be Done](#) (JTBD) provides answers to the questions of how a company should innovate, where to look for new opportunities, and what products and services should be created that customers will want to buy. At its core, Jobs Theory explains why customers pull certain products and services into their lives.

Designed as a one-day work session, FranklinCovey's Find Out WHY solution is structured in a four-point Jobs to Be Done framework, encouraging and guiding participants to think and act differently.

The four points of the JTBD framework are:

- 1. Find Struggling Moments:** Observe people and their struggles to make progress in a given circumstance.
- 2. Hear What Customers Don't Say:** Conduct JTBD interviews with customers seeking to understand the forces that promote or block change for the customer.
- 3. Frame the Job(s) to Be Done:** Use JTBD interview information to define customers' Job Stories and the specific "hiring and firing" criteria which customers use to frame their decisions to adopt a new product or service.
- 4. Design for Progress:** Identify opportunities to solve customers' Jobs to Be Done.

Throughout the Find Out WHY work session, learners gain understanding and insight into how customers think and explore how to discover a customer's needs. They will engage in lively discussion, develop practical skills and discover a powerful new way to understand the causal mechanisms of customer behavior. Finally, participants will leave with new insight and confidence to develop products and services that deliver predictably successful results in the marketplace.

"A deep understanding of what customers want and why when purchasing products and services is key to driving successful innovation in organizations," said Bob Whitman, FranklinCovey CEO. "Find Out WHY helps participants better understand their customers so they create and deliver what their customers are looking for — their Job to Be Done — enabling them to drive successful innovation within their organization. Including Find Out WHY in our All Access Pass further builds upon the extensive performance improvement tools already available to our passholders, adding to the many areas of an organization that our All Access Pass can already touch. Just as the other solutions within All Access Pass help organizations enable and achieve their greatness, Find Out WHY provides the essential mindset, skillset and tool set to enable and achieve their greatness in innovation."

All Access Pass is FranklinCovey's annually renewable pass which provides passholders with unlimited access to FranklinCovey's entire collection of best-in-class content. Passholders are able to assemble, integrate and deliver that content in an almost limitless combination through various delivery channels — live, live-online, on demand and into existing training offerings. FranklinCovey initially made their All Access Pass available on a small scale in early 2016, rolling out targeted availability to clients, while adding new solutions and functionality. The company has since seen breakout success with the All Access Pass, bringing greater flexibility and results to their clients.

Passholders also have exclusive access to an implementation specialist — an expert in FranklinCovey's solutions — and other services to ensure they are unleashing the full scope and power of All Access Pass to achieve their key business objectives. FranklinCovey's All Access Pass uses a cost-per-population model, which lowers the cost barrier and creates a strong value proposition for clients, while increasing the flexibility and availability of learning to their teams and organizations.

Clayton Christensen, who serves on the [Board of Directors for FranklinCovey](#), has been a trailblazer in the development of innovation theory and

practice. Starting with his *Wall Street Journal* best-selling book, "The Innovator's Dilemma," in 1997, Christensen has authored several books on innovation strategy and theory. An active researcher and a professor of Business Administration at Harvard Business School, he has also authored dozens of *Harvard Business Review* articles and teaching case studies used in business schools worldwide. Christensen currently teaches a Harvard University MBA elective course, "Building and Sustaining a Successful Enterprise," which is consistently ranked as the most popular course among students. He also contributes significantly to teaching in the doctoral and executive education programs.

To learn more about the new Find Out WHY work session, please visit <https://www.franklincovey.com/find-out-why.html>.

To learn how All Access Pass is transforming the way organizations develop their teams and leaders, visit <https://www.franklincovey.com/engage-with-us/all-access-pass.html>.

ABOUT FRANKLIN COVEY CO.

[Franklin Covey Co.](#) (NYSE: FC) is a global, public company specializing in organizational performance improvement. We help organizations and individuals achieve results that require a change in human behavior. Our expertise is in seven areas: leadership, execution, productivity, trust, sales performance, customer loyalty and education. FranklinCovey clients have included 90 percent of the Fortune 100, more than 75 percent of the Fortune 500, thousands of small and mid-sized businesses, as well as numerous government entities and educational institutions. FranklinCovey has more than 100 direct and partner offices providing professional services in over 160 countries and territories.

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