



## FranklinCovey and Kaleidoscope Pictures Garner 29 Communicator, CINE and Telly Awards for Films from New Leadership Solutions

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### Exceptional Films Impress to Earn Multiple Awards

SALT LAKE CITY--(BUSINESS WIRE)--Aug. 28, 2018-- Franklin Covey Co. (NYSE: FC), a global firm specializing in organizational performance improvement, and Kaleidoscope Pictures have been recognized with 29 awards for films from two of its newest leadership development solutions.

The total award tally spreads across three different award outlets: Communicator Awards, honoring the best digital, mobile, audio, video and social content, the CINE Golden Eagle Awards, honoring creators of exceptional media content in film, television and digital, and the Telly Awards, honoring excellence in video and television across all screens.

The winning films were produced by FranklinCovey and film production partner Kaleidoscope Pictures. The films are part of two of FranklinCovey's new leadership development solutions: '[Clayton Christensen Signature: Find Out WHY – The Key to Successful Innovation](#)' and '[The 4 Essential Roles of Leadership](#)'™. Each of these solutions are available through the FranklinCovey All Access Pass®.

The FranklinCovey [All Access Pass](#) is an 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 FranklinCovey's content in an almost limitless combination through various delivery channels — live, live-online, on demand and integrated into existing training offerings.

"We are so pleased to share these prestigious awards with Kaleidoscope pictures, our long-standing, highly-valued partner," said Adam Merrill, Executive Vice President, Innovations, FranklinCovey. "FranklinCovey has accomplished a tremendous amount in content development this past year. We have pushed this winning content to our All Access Pass passholders, making it accessible on an unlimited basis so clients can return time and again to reinforce the powerful principles in the films and complete solutions. Passholders who have already experienced these films and the respective solutions have found them to be compelling, relevant and valuable to the development of their teams and leaders."

FranklinCovey's 29 awards consisted of: 16 Communicator Awards, three CINE Finalist Awards and 10 Telly Awards. The films were recognized for achievement in the categories of training, use of animation, motivational, documentary, employee or consumer training and education, editing, use of music, corporate image and biography.

FranklinCovey's leadership solution, 'Clayton Christensen Signature: Find Out WHY – The Key to Successful Innovation' 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 solution 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.

The solution guides participants through the process of innovation and explores the theory of Jobs to Be Done. It explores what matters most to customers, what products and services should be created that customers will want to buy and why customers pull certain products and services into their lives. Based on these factors, 'Find Out WHY' provides a framework to help leaders achieve greater innovation success.

Films from 'Find Out WHY' garnered seven Communicator Awards of Excellence and one Communicator Award of Distinction, three CINE Finalist Awards and five Telly Awards; one gold, one silver and three bronze.

FranklinCovey's leadership solution, 'The 4 Essential Roles of Leadership' , is the product of a two-year research project conducted by FranklinCovey to understand the most vital leadership roles. Based on more than 100,000 interviews with organizational and learning leaders, its analysis and synopsis of leadership studies worldwide, and its work with more than one million leaders in organizations of all sizes, the solution was developed to respond to the need for leaders to be "ready now" to lead their respective teams and organizations.

The need for these types of leaders has been accelerated by the significant demographic shift in the marketplace, where older leaders are rapidly moving to retirement and younger leaders and associates now make up the biggest demographic group in the workplace. An under-investment in leadership development during the global recession means that many leaders are often in leadership roles years before they receive meaningful leadership development.

The well-researched, relevant solution provides leaders with a deeper understanding of key leadership principles which will enable them to better lead themselves and their teams to achieve sustained, superior performance. Its inclusion in the FranklinCovey All Access Pass, allows passholders to easily engage in the solution, equipping their mid-to senior-level leaders to face and conquer the daily challenges they encounter within their teams and organizations.

Films from 'The 4 Essential Roles of Leadership' earned five Communicator Awards of Excellence and three Communicator Awards of Distinction and five Telly Awards, three gold and two bronze.

To learn more about FranklinCovey's solutions, visit <https://www.franklincovey.com/Solutions/Leadership.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.

#### **ABOUT THE COMMUNICATOR AWARDS:**

The Communicator Awards is the leading international awards program honoring creative excellence for marketing and communications professionals. Founded by passionate communications professionals over two decades ago, The Communicator Awards is an annual competition honoring the best digital, mobile, audio, video, and social content the industry has to offer. The Communicator Awards is widely recognized as one of the largest awards of its kind in the world.

#### **ABOUT CINE**

Founded in 1957, CINE's mission is to honor and champion the creators of exceptional media content, building a community of professional, emerging and student film, television and digital content creators through the annual CINE Golden Eagle Awards, the Marvin Hamlisch Film Scoring Contest, the upcoming CINE Connects mentorship program, and skill-building programming such as CINE PitchFest Presented by A&E: Be Original. CINE is a 501(c)(3) nonprofit organization.

2017 marks the 60th year of the CINE Golden Eagle Awards. CINE's award-winning alumni are working throughout the industry. For some, such as Steven Spielberg (1969) and Ken Burns (1981), the Golden Eagle was their first major industry recognition; others, such as Martin Scorsese (2006), Barbara Kopple (1992), Joshua Oppenheimer (2016), Morgan Spurlock (2015) and Spike Lee (1999) were honored well into their illustrious careers.

#### **ABOUT THE TELLY AWARDS**

The Telly Awards is the premier award honoring video and television across all screens. Established in 1979, The Telly Awards receives over 12,000 entries from all 50 states and 5 continents. Entrants are judged by The Telly Awards Judging Council—an industry body of over 200 leading experts including advertising agencies, production companies, and major television networks, reflective of the multiscreen industry The Telly Awards celebrates. Partners of The Telly Awards include NAB, StudioDaily, Stash Magazine, and Digiday.

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