



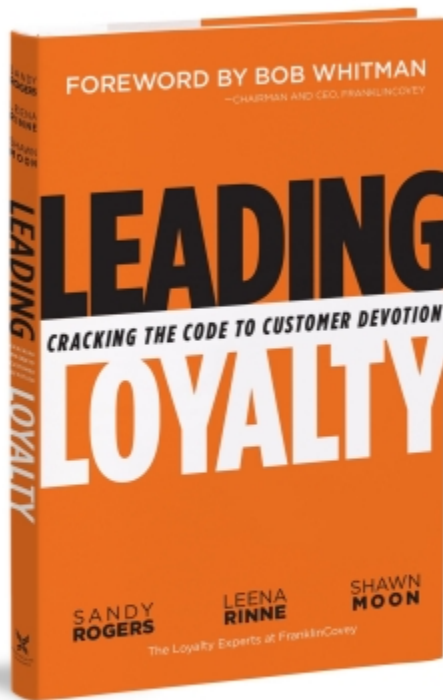
FranklinCovey and HarperCollins Leadership to Release New Book **LEADING LOYALTY: CRACKING THE CODE TO CUSTOMER DEVOTION**

April 16, 2019

***Leading Loyalty* Offers Principles, Practices and Behaviors for Building a Loyalty Culture and Enriching Employees' and Customers' Lives to Earn Their Fierce Loyalty**

NEW YORK & SALT LAKE CITY--(BUSINESS WIRE)--Apr. 16, 2019-- [FranklinCovey](#) and [HarperCollins Leadership](#) are pleased to announce the release of the highly anticipated book [Leading Loyalty: Cracking the Code to Customer Devotion](#), co-authored by [Sandy Rogers](#), FranklinCovey Global Loyalty Practice Leader; [Leena Rinne](#), FranklinCovey Vice President of Consulting; and [Shawn Moon](#), a 30-year executive and a senior consultant for FranklinCovey.

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Leading Loyalty: Cracking the Code to Customer Devotion.
Available April 16, 2019. (Photo: Business Wire)

In today's hypercompetitive, connected world, where customers can switch to another provider with a mouse click or rethink a purchase based on a negative review, earning customers' true loyalty has proven to be elusive for most organizations. To achieve even small gains in customer loyalty, organizations offer lower prices, provide incentives, or construct reward programs. Although such measures may change customers' short-term purchase behaviors, they rarely earn customers' true loyalty and are easily replicated by competitors.

"Loyalty is built one great experience at a time," said Sandy Rogers, co-author of *Leading Loyalty* and FranklinCovey Loyalty Practice Leader. "And the difference between a good and a great experience often comes down to how customers feel about their interactions with us. The customer's experience is certainly influenced by our products and services, policies and procedures, and the technology we deploy to make it easier for customers to work with us. But the actions of our people on the front line are paramount to delivering the emotional experience that is essential to earning fierce customer loyalty."

Leading Loyalty gets to the heart of the challenge every organization faces—inspiring people at every level to behave in ways that result in customers feeling their experience is one of the best they've ever had.

For more than 30 years, the customer loyalty experts and authors at FranklinCovey and its [Global Customer Loyalty Practice](#) have been observing, leading, coaching and conducting research inside thousands of organizations around the world to help clients achieve system-wide adoption of behaviors that earn their employees' and customers' unwavering loyalty.

The co-authors of *Leading Loyalty* have identified the key differentiators that set loyalty-leading organizations apart from their lesser-performing counterparts. Distinct from other books written on the subject of customer loyalty, this book offers readers the principles, practices and behaviors needed to actually earn loyalty—not simply drive repeat purchases from customers with a discount or reward program. It provides readers with the foundation for building the kind of fierce loyalty that is fueled in the heart, through positive and emotional interactions with other people.

Rogers said, "*Leading Loyalty* is filled with real-life examples and practical tools to help readers embed the three core loyalty principles—empathy, responsibility and generosity—into every customer interaction, so they can 'crack the code' to earning their customers' devotion."

The principles and practices in the book are applicable to every industry and organization. Filled with eye-opening examples and practical tools, *Leading Loyalty* is for anyone who leads teams who interface with internal or external customers, as well as for those people who engage directly with customers. It is a must-read for leaders and managers who are responsible for modeling, teaching, inspiring, and building a loyalty culture that systemically and consistently creates fiercely loyal customers.

Leading Loyalty includes a detailed process and actionable steps that have been proven essential to acquiring and sustaining true customer devotion. Leaders and managers can reinforce the principles and practices in the book by leading 11 team "huddles—one every week—to inspire loyalty building behaviors." These quick, purposeful meetings introduce and refine a team's skills and actions, helping them to earn their customers' continuing loyalty. Leaders can also access a detailed execution plan and online tool for assessing and tracking progress towards building permanent habits of performance for lasting change. This process is based on The 4 Disciplines of Execution™, FranklinCovey's methodology for systematic, organization-wide achievement of an organization's "wildly important goals."

Readers will also learn how to:

- Make a genuine human connection with people
- Listen to learn their hidden story
- Discover the real job to be done
- Follow up to strengthen the relationship
- Share insights openly to help others win
- Surprise people with unexpected extras
- Model, teach and reinforce these essentials through weekly team huddles (with sample outlines provided)

At a time when building true loyalty is more crucial than ever, even small improvements mean a big boost in both the bottom line and an organization's overall health and success. *Leading Loyalty* offers straightforward, actionable guidance and real-world examples to guide organizations in building the powerful customer devotion required to truly thrive in our increasingly competitive landscape.

About the Authors

SANDY ROGERS

Sandy Rogers is the leader of FranklinCovey's Loyalty Practice. He was previously senior vice president at Enterprise Rent-A-Car. During his 14 years there, Sandy managed the turnaround of the London, England, operation and led the teams that developed Enterprise's marketing strategy and system for improving customer service across all branches. Before Enterprise, Sandy worked in marketing at Apple and at P&G. He is a graduate of Duke and Harvard Business School.

LEENA RINNE

Leena Rinne is FranklinCovey's vice president of consulting, leading the hiring, development, and management of FranklinCovey's world-class consultant team and is responsible for the ongoing high-quality delivery of its programs and solutions. She has been with FranklinCovey for over 13 years and is deeply passionate about working with leaders to create organizational greatness. Leena is a coauthor of *The Wall Street Journal* best-seller *The 5 Choices: The Path to Extraordinary Productivity*.

SHAWN MOON

Shawn Moon has over three decades of experience in leadership and management, sales and marketing, and consulting services. He led FranklinCovey's global direct operations, including the Execution, Trust, Customer Loyalty and Sales Performance Practices. He is the author or coauthor of several books, including *The Ultimate Competitive Advantage* and *Talent Unleashed*.

About the Book

Title: Leading Loyalty: Cracking the Code to Customer Devotion

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About FranklinCovey

[FranklinCovey Co.](https://www.franklincovey.com) (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 midsize businesses, as well as numerous government entities and educational institutions. FranklinCovey has more than 100 direct and partner offices providing professional services in over 150 countries and territories.

About HarperCollins Leadership

HarperCollins Leadership feeds your inner drive to grow as a leader. With integrated, values-based development experiences, including books, video courses, and business tools, HarperCollins Leadership guides individuals to activate the leadership potential that's already in them. HarperCollins Leadership is headquartered in Nashville, TN. For additional information, please visit [harpercollinsleadership.com](https://www.harpercollinsleadership.com).

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