



## New Book, *The Middle School Student's Guide To Academic Success: 12 Conversations for College and Career Readiness* Released by Franklin Covey Co. and Simon & Schuster

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### ***Model and Pattern in "12 Conversations" Guide Students and Parents to Achieve Success***

SALT LAKE CITY--(BUSINESS WIRE)--Jan. 10, 2017-- [Franklin Covey Co.](#) (NYSE: FC), the company behind *The 7 Habits* series and *The Leader in Me*, and [Simon & Schuster Children's Publishing Division](#) announced today the release of [\*The Middle School Student's Guide To Academic Success: 12 Conversations for College and Career Readiness\*](#).

Authored by twin brothers [Blake and Bo Nemelka](#), *The Middle School Student's Guide to Academic Success: 12 Conversations for College and Career Readiness*, offers students clear, accessible advice and opportunities for reflection on key topics to help them to succeed in school and in a career, as well as effective ways for parents and guardians to help them along the way.

"Middle school is full of changes—maybe it's a new school, or complicated friendships, or maybe it's a combination of a lot of things," said Blake Nemelka, Ph.D. student at Purdue University and co-author of *The Middle School Student's Guide to Academic Success*. "Our book gives parents and students a way to discuss these immense changes, allowing both to achieve the results they seek."

The 12 Conversations feature topics students can use in school, in college and in life.

- Goals
- College Entrance Exams
- Planning & Preparation
- Internships & Work Experience
- Time Management
- Money Management & Scholarships
- Grade Point Average (GPA)
- College Application Process
- Extra- & Co-Curricular Activities
- Interviewing
- Service
- Share your Experience

Each conversation is structured in four parts, **Listen, Learn, Reflect and Act**, so students understand and apply the concepts. The authors also provide an accountability model based on four principles: **Desire, Act, Endure and Achieve**. These conversations and principles enable readers to lay out a strategy, set and achieve goals, and establish a pattern for success in college and in a career.

This book promotes effective thinking, action, and encourages students as they prepare to face the many challenges and opportunities in their future. It is the ultimate guide to helping students not only become successful middle schoolers, but successful people.

"Middle school isn't something you have to endure or get through," said Bo Nemelka, Yale graduate and co-author of *The Middle School Student's Guide to Academic Success*. "It can be and should be one of the most important times in your life. With this guide, you can begin to lay a real foundation for your future success."

For more information on *The Middle School Student's Guide To Academic Success: 12 Conversations for College and Career Readiness*, please visit <http://www.the12conversations.com>.

### **ABOUT FRANKLINCOVEY EDUCATION**

For nearly three decades, FranklinCovey Education, a division of FranklinCovey, has been one of the world's most prominent and trusted providers of educational leadership programs and transformational processes. FranklinCovey's programs, books, and content have been utilized by thousands of public and private primary, secondary, and post-secondary schools and institutions, including educational service centers and vocational schools in all 50 states within the United States and in over 150 countries.

### **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 150 countries and territories.

### **ABOUT SIMON & SCHUSTER CHILDREN'S PUBLISHING**

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#### **ABOUT THE AUTHORS**

Blake and Bo Nemelka were Huntsman Scholars, graduating with honors from the John M. Huntsman School of Business at Utah State University. Blake graduated with his master's in education administration from Vanderbilt University and Bo graduated from Yale University with his master's in healthcare management. They are each happily married with young children and continue their love for education in their personal and professional lives.

#### **THE MIDDLE SCHOOL STUDENT'S GUIDE TO ACADEMIC SUCCESS**

By Blake Nemelka & Bo Nemelka

Simon & Schuster Books for Young Readers

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