

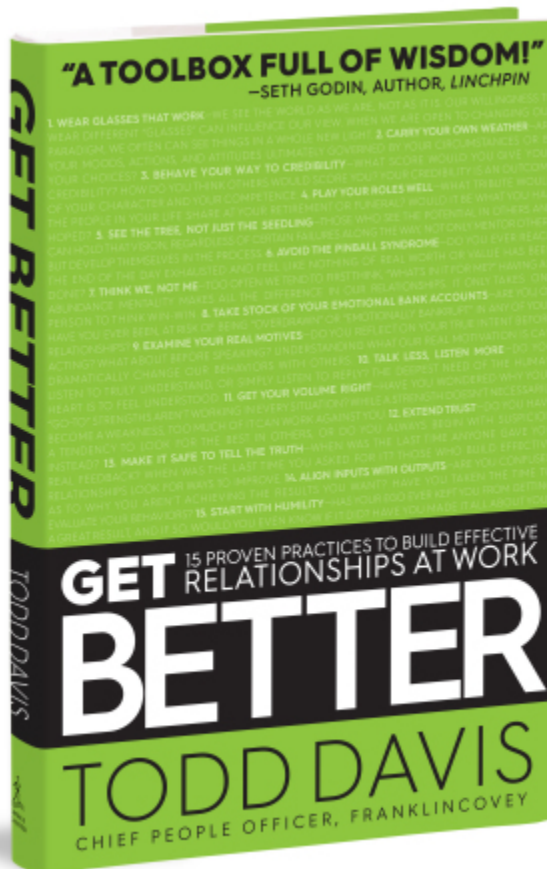
## Franklin Covey Co. and Simon & Schuster Release New Book, *Get Better: 15 Proven Practices to Build Effective Relationships at Work*

November 7, 2017

*Book Outlines Pitfalls and Best Practices for Building Great Workplace Relationships and Cultures*

NEW YORK & SALT LAKE CITY--(BUSINESS WIRE)--Nov. 7, 2017-- [Franklin Covey Co.](#) (NYSE: FC) and [Simon & Schuster](#) are pleased to announce the release of the highly anticipated book, [\*Get Better: 15 Proven Practices to Build Effective Relationships at Work\*](#), authored by FranklinCovey Chief People Officer and Executive Vice President [Todd Davis](#) ([www.getbetterbook.com](http://www.getbetterbook.com)).

This press release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20171107005421/en/>



In *Get Better*, Davis relies upon his decades of experience in human resources and talent development to make the compelling case that while an organization's greatest assets are its people, it's the nature of the relationships **among** its people that is the most significant driver of professional and personal effectiveness and business outcomes. In the end, it's the quality of the relationships that creates the workplace culture that either becomes an organization's ultimate competitive advantage, or can be its most difficult challenge.

Ideal for professionals at all levels, from intern to CEO, *Get Better* draws upon Davis' 30 years of experience in leading, observing, and coaching individuals and teams. It offers real-world stories and relatable experiences to illustrate the timely lessons and take-aways for achieving the most effective relationships. Shared in his engaging, witty style, the proven principles and practices Davis espouses influence readers to take ownership of their work, improve the quality of their interactions with others, and master the skills of effective relationships at work and at home.

Throughout *Get Better*, Davis identifies the most common relationship pitfalls that negatively affect personal careers and organizational results. He also shares 15 key practices for building effective work relationships, and suggests that readers begin by focusing on their own behavior in order to *get better* as team members and individuals.

Davis says, "While it's human nature to look at others and determine what *they* need to do differently, the most effective people in the world are those who start with themselves. Key influencers look in the mirror every day and ask themselves 'what do I need to change?' or 'what do I need to model differently?'"

### The 15 proven practices in *Get Better* are:

From the performance improvement experts at FranklinCovey - a practical guide to building effective relationships. These 15 proven practices are for anyone, in any organization, that is interested in creating a competitive advantage. (Photo: Business Wire)

- |   |   |                                      |
|---|---|--------------------------------------|
| • Practice 1:<br>Wear Glasses That Work | • Practice 6:<br>Avoid the Pinball Syndrome | • Practice 11: Get Your Volume Right |
| • Practice 2:<br>Carry Your Own Weather | • Practice 7:<br>Think We, Not Me           | • Practice 12: Extend Trust          |
| • Practice 3:<br>Behave Your Way        | • Practice 8:<br>Take Stock of Your         | • Practice 13: Make it Safe to       |

to Credibility	Emotional Bank Accounts	Tell the Truth
<ul style="list-style-type: none"> <li>Practice 4: Play Your Roles Well</li> </ul>	<ul style="list-style-type: none"> <li>Practice 9: Examine Your Real Motives</li> </ul>	<ul style="list-style-type: none"> <li>Practice 14: Align Inputs with Outputs</li> </ul>
<ul style="list-style-type: none"> <li>Practice 5: See the Tree, Not Just the Seedling</li> </ul>	<ul style="list-style-type: none"> <li>Practice 10: Talk Less, Listen More</li> </ul>	<ul style="list-style-type: none"> <li>Practice 15: Start with Humility</li> </ul>

Davis begins each chapter in **Get Better** with a thought-provoking question and a powerful story, followed by meaningful content, which allows readers to discover and experience key principles and concepts of effectiveness. He also offers readers “how to” applications at the end of each practice so they can start to implement the practice right away.

Davis said, “You can read this book from front to back, or simply scan the question at the beginning of each practice to identify a timely or deeply felt relationship challenge and read that chapter first. What is most important, is that you approach the book with an open heart and mind, and consider the possibility that the only way to truly get better with others is to begin with yourself. It’s been my experience that doing so, will pay benefits in practically every area of your life.”

#### **About the Author**

Todd Davis is the author of FranklinCovey’s **Get Better: 15 Proven Practices to Build Effective Relationships at Work**. With more than 30 years of experience in human resources, talent development, executive recruiting, sales, and marketing, Davis currently serves as FranklinCovey’s chief people officer and executive vice president, responsible for global talent development in over 40 offices reaching 160 countries.

Davis has delivered keynote addresses and speeches at leading business, industry, and association conferences, including the World Business Forum (WOBI), SUCCESS Live, the *Chief Learning Officer* Symposium, and the Association for Talent Development (ATD). He has been interviewed by numerous media outlets, including *Fast Company*, *Harvard Business Review, Inc.*, *SUCCESS*, *Thrive Global*, and *Monster*.

#### **About the Book**

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#### **About FranklinCovey**

[Franklin Covey 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 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**

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Source: Franklin Covey Co.

Franklin Covey Co.

Debra Lund, 801-244-4474

[debra.lund@franklincovey.com](mailto:debra.lund@franklincovey.com)

or

Simon & Schuster  
Larry Hughes, 212-632-4992  
[larry.hughes@simonandschuster.com](mailto:larry.hughes@simonandschuster.com)