



FranklinCovey Launches New Course: Change: How to Turn Uncertainty Into Opportunity™

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Individuals, Leaders, and Organizations Can Successfully Navigate Change, Following a Predictable Pattern

SALT LAKE CITY--(BUSINESS WIRE)--Nov. 17, 2021-- [FranklinCovey \(NYSE:FC\)](#), one of the largest leadership companies in the world, today announced the launch of **Change: How to Turn Uncertainty Into Opportunity™**. The new course offers individuals, leaders, and organizations a framework to successfully navigate the predictable pattern of workplace change which will lead to improved and accelerated results. (Visit <https://www.franklincovey.com/change/>)

Change happens constantly within every organization, whether it's by choice or by default. But when faced with change, many organizations primarily focus on the process, rather than the people who make successful change happen. As change occurs, people are wired to react in order to survive, which can result in their feeling that change is difficult or threatening.

Marché Barney, FranklinCovey Senior Consultant and Change Expert, said, "Change cannot succeed by relying on process alone. It takes everyone in the organization, from executive leadership to first-level leaders and their teams to engage proactively to create success in the midst of change. While many change management processes neglect the human side of change, FranklinCovey's **Change: How to Turn Uncertainty Into Opportunity** creates a deeper understanding of the human experience of change."

While change is inevitable, it follows a predictable pattern. Learning to manage reactions and understand how to navigate change, both functionally and emotionally, allows individuals, including leaders, to consciously determine how to skillfully move forward – even in the most challenging stages. Successful leaders are able to engage their people and lead them through this predictable pattern of change, making it feel less uncertain and more like an opportunity for accelerated growth and achievement.

A McKinsey study showed that only 26% of executives believe their organizational transformations were a success. ([McKinsey 2015](#)). Workplace change is linked to personal cost, as well. During times of change, employees are 2.5 times as likely to report prolonged stress, 4 times as likely to have physical ailments, and 3 times as likely to look for a new job ([American Psychological Association 2017](#)). But there are organizations that beat the odds by engaging in successful change differently, as follows:

FranklinCovey's Change: How to Turn Uncertainty Into Opportunity focuses on three outcomes:

- **Build individual confidence through a predictable pattern of change:** employees with increased confidence harness change, turn uncertainty into opportunity, and exceed desired results.
- **Successfully lead people through the human reactions of change:** leaders who understand the fundamental principles of human reactions engage teams to want to achieve and exceed targeted change results.
- **Optimize any change-management process:** change effectiveness is not just a process – it is also about people. Equip employees at all levels to accelerate and optimize change, even beyond the initial possibilities.

As teams successfully navigate change with its increasing pace and volume, they will decrease its associated costs and increase the creative excitement they bring to achieving and exceeding targeted change results.

Gigi Glazer, Senior Manager, Organizational Development at Ryder System, Inc. who attended a beta of **Change: How to Turn Uncertainty Into Opportunity**, said, "In one word – awesome. I love this course, the content, tools and animated videos are excellent. This will round out our senior leader training program as they lead change throughout the organization. I can't wait to implement the course at Ryder!"

FranklinCovey's **Change: How to Turn Uncertainty Into Opportunity** course is available to FranklinCovey clients in multiple learning modalities: Live-Online, Live-in-Person, On Demand, digital learning, and virtual certification or consultant-led certification for client facilitators to deliver it. Offered in English-only at launch, it will be translated into French, German, Spanish, Chinese Simplified, Japanese in 2022, with an additional 20 languages to come.

[Paul Walker](#), FranklinCovey CEO said, "The ability to change successfully and predictably is key to FranklinCovey's mission to enable greatness in people and organizations everywhere. It's simply unacceptable to take people through the disruption of change, with only a hope that it will be successful. This new course equips individuals and leaders with the mindsets, skillsets, and toolsets to succeed in change, every time."

About FranklinCovey

[FranklinCovey](#) is one of the largest leadership companies in the world with operations in over 160 countries. We transform organizations by building leaders, teams, and cultures that get results and partner with clients to create collective action that leads to breakthrough results for organizations and a more engaging work experience for their people. Available through [FranklinCovey All Access Pass®](#), our best-in-class content and solutions, our experts, and our technology and metrics seamlessly integrate together to ensure lasting behavior change at scale. This approach to leadership and organizational change has been tested and refined by working with tens of thousands of teams and organizations in the past 30 years.

To learn more, visit www.FranklinCovey.com and enjoy exclusive content across FranklinCovey's social media channels: [LinkedIn](#), [Facebook](#), [Twitter](#), [Instagram](#), and [YouTube](#).

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