



FranklinCovey and Simon & Schuster Release *Expect A Lot, Care A Lot*, Capturing a Decade of Learning from Client Transformations

October 6, 2026

The book captures research and real-world results from FranklinCovey's 6 Critical Practices for Leading a Team, the solution reshaping how thousands of leaders lead worldwide

SALT LAKE CITY--(BUSINESS WIRE)--Oct. 6, 2026-- Organizations today are under relentless pressure. AI is reshaping how work gets done; expectations keep rising and change never slows. Yet amid the disruption, one truth holds: organizations succeed or fall short based on the quality of their leaders. With uneven leadership, costs add up fast in missed commitments, burnout, rework, and unwanted turnover.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20261006777903/en/>



Expect A Lot Care A Lot distills everything FranklinCovey has learned from thousands of real-world client implementations and research spanning sixty countries. Released alongside FranklinCovey's 6 Critical Practices for Leading a Team® leadership solution, the book is another codified playbook behind the firm's leadership development work in helping organizations build leadership capacity at scale.

has equipped tens of thousands of leaders, from first-level managers to the C-Suite, across 160 countries, to balance high expectations with genuine care, driving measurable gains in trust, engagement, and results.

FranklinCovey and [Simon & Schuster](#) today announced the release of [*Expect A Lot, Care A Lot: How 6 Critical Practices Create High-Performing Teams*](#), a book that distills everything the firm has learned from thousands of real-world client implementations and research spanning sixty countries. Released alongside [FranklinCovey's 6 Critical Practices for Leading a Team® leadership solution](#), the book is another codified playbook behind the firm's leadership development work in helping organizations build leadership capacity at scale.

"With the numerous leadership challenges organizations face today, it's vital that they equip their leaders with repeatable practices they can employ that drive results," said [Patrick Leddin](#), bestselling author, FranklinCovey Senior Advisor for Leadership and Culture, and co-author of *Expect A Lot, Care A Lot*. "The human side of leadership matters more than ever, and this book captures the proven system that FranklinCovey uses to help our clients unleash the full potential of their teams."

"Most leaders believe they have to choose between driving results and supporting their people," said [Jennifer Colosimo](#), bestselling author, FranklinCovey Strategic Advisor, and co-author of *Expect A Lot, Care A Lot*. "The best leaders do both at the same time, and this book, paired with our solution, gives organizations a practical framework to make that the norm, not the exception."

"We honor the clients with whom we have the pleasure to serve all over the globe," said [Victoria Roos Olsson](#), bestselling author, FranklinCovey Senior Consultant, and co-author of *Expect A Lot, Care A Lot*. "Based on our experiences in partnering with them, learning about the challenges they face, and from the outcomes they have achieved, we know that FranklinCovey's 6 Critical Practices consistently move teams into the highest levels of engagement and performance."

FranklinCovey's 6 Critical Practices for Creating High-Performing Teams are:

- **Practice 1:** Align purpose and performance so people know what matters and why
- **Practice 2:** Communicate as a coach to unlock ownership and capability
- **Practice 3:** Delegate in ways that elevate capacity, not create dependency
- **Practice 4:** Use feedback as daily fuel for growth and results
- **Practice 5:** Manage energy as a renewable asset, not something to expend
- **Practice 6:** Turn one-on-ones into the engine of trust, clarity, and accountability

"Each practice is practical, repeatable, and translates directly into everyday leadership behavior," said [Doug Faber](#), a former CEO, FranklinCovey Principal of Executive Performance, and co-author of *Expect A Lot, Care A Lot*. "Whether you lead a small team or a global organization, we offer organizations a proven system for driving performance while strengthening the people who make it possible. When leaders both expect a lot and care a lot, extraordinary things happen."

FranklinCovey's 6 Critical Practices for Leading a Team Leadership Development Solution

The solution to current leadership challenges won't be found in additional headcount, budget, or meetings. It's in the day-to-day leadership habits that build connection, create alignment, and inspire execution. Whether in the C-Suite or on the front lines, today's leaders all need the core people skills to manage teams adeptly, drive engagement, unlock high performance, and sustain superior outcomes. FranklinCovey helps organizations make effective leadership consistent and scalable, so strategy turns into results through people.

6 Critical Practices for Leading a Team is a leadership development solution that organizations can deploy across their teams. It offers a practical operating system that builds daily and weekly habits to balance high expectations with genuine care. It equips every leader with the core people skills to shape trust, engagement, and performance, turning strategy into outcomes and enabling organizations to achieve consistently great results through people, not at their expense.

For more information on bringing the solution into an organization, visit [here](#).

"*Expect A Lot, Care A Lot* is a practical guide for navigating today's data-driven, connected world. Paired with the 6 Critical Practices course, it provides a clear framework for building high-performing teams while ensuring we never lose sight of the human side of leadership. Across Epsilon, we're already seeing this come to life. Leaders are bringing a level of personalization to how they lead that reflects the same individual-level understanding we provide to our clients through data and identity." —**Laurie Fry, Chief Talent Officer, Epsilon**

About The Authors

- [Patrick Leddin](#) is a *New York Times* bestselling author, former U.S. Army Airborne Ranger, professor at Vanderbilt University, entrepreneur, and FranklinCovey Senior Consultant and AI Advisor, who helps leaders turn uncertainty into momentum.
- [Jennifer Colosimo](#) is a bestselling author, former global executive, and FranklinCovey Strategic Advisor and AI Advisor, who helps organizations turn leadership principles into lasting impact.
- [Victoria Roos Olsson](#) is a bestselling author, international leadership expert, and FranklinCovey Senior Consultant and AI Advisor with three decades of global experience, who helps leaders build teams that get remarkable results without burning out.
- [Doug Faber](#) is a former CEO, entrepreneur, executive coach, and FranklinCovey Principal of Executive Performance and AI Advisor, who helps senior leaders build trust, align culture, and deliver results.

About The Book

Title: ***Expect A Lot, Care A Lot: How 6 Critical Practices Create High-Performing Teams***

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About FranklinCovey

[FranklinCovey](#) (NYSE: FC) is a global leadership and organizational performance partner that gives strategy the human edge. It helps organizations achieve the breakthrough results that matter most. Using proven, principle-centered frameworks and practices, it builds high-trust leaders, teams and cultures and helps clients translate strategy into consistent execution. For more than 40 years, it has tested this approach with thousands of clients from Fortune 100 companies to educational and government institutions, providing professional services across 160 countries. Visit [FranklinCovey.com](#) and explore leadership insights on [LinkedIn](#), [Facebook](#), [X](#), [Instagram](#), and [YouTube](#).

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