



## Franklin Covey Co. Launches The 7 Habits of Highly Effective People Signature Edition 4.0 Work Session and New Living the 7 Habits App

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***Re-Created, Updated 7 Habits Work Session is 'The Operating System' That Builds Leaders at Every Level in Every Organization***

SALT LAKE CITY--(BUSINESS WIRE)--Jun. 26, 2014-- [Franklin Covey Co.](#) (NYSE: FC) today announced the launch of its newly re-created and updated [The 7 Habits of Highly Effective People® Signature Edition 4.0](#) work session, which includes the new *Living the 7 Habits™* app for [iOS](#) and [Android](#) users.

**(Join Franklin Covey's 170-city preview of the new *7 Habits of Highly Effective People Signature Edition 4.0* solution to understand how *The 7 Habits* can be implemented within an organization to help individuals and teams become more effective. To register visit [www.franklincovey.com/7htour/](http://www.franklincovey.com/7htour/) or call 1-800-235-1706.)**

The release of the new work session marks 25 years of Franklin Covey helping thousands of organizations and millions of people around the world to improve their effectiveness, as they have learned, applied and lived the *7 Habits*, both personally and professionally.

"*The 7 Habits* work session can be the foundation for transforming any culture into a 'winning culture,'" said Bob Whitman, CEO, Franklin Covey Co. "Culture is an organization's most powerful, competitive advantage. But, winning cultures don't happen by accident. They are intentionally created by leaders who engage their employees' hearts, minds and talents around the organization's values and priorities, and do so in a way that allows them to achieve even better results in the future. With the *7 Habits* as the framework and 'the operating system,' people at every level in any organization can learn to lead themselves and work more effectively with others to achieve critical objectives. Institutionalizing the *7 Habits* can have a tremendous effect on the results organizations achieve, every day."

*The 7 Habits* work session is based on content from [The 7 Habits of Highly Effective People](#), authored by Stephen Covey, which is considered one of the most profound and impactful books ever written on personal effectiveness, leadership development and change. This year marks the 25<sup>th</sup> anniversary of the publishing of *The 7 Habits* book, which has sold more than 25 million copies in 52 languages worldwide.

What differentiates *The 7 Habits* from other leadership work sessions is its unique, proprietary content, which has global appeal, and is an inside-out approach to leadership development. The principles taught in the work session are universal, timeless, cross-cultural and have been widely accepted, as such. The work session was specifically designed to not only help participants learn the *7 Habits*, but to use the processes and tools so they actually live the *7 Habits* on a daily basis, becoming more effective leaders.

"*The 7 Habits* work session aligns timeless principles of effectiveness with modern technology and practices," said Catherine Nelson, Vice President, Leadership and Customer Loyalty Practices, Franklin Covey. "Regardless of their individual competence, employees will not have sustained and lasting success unless they are able to effectively lead themselves, and influence, engage and collaborate with others, as well as continuously improve and renew their capabilities. These elements are at the heart of individual, team and organizational effectiveness."

### **The 7 Habits of Highly Effective People Signature Edition 4.0 Work Session**

More relevant than ever, *The 7 Habits* work session contains the proven *7 Habits* personal leadership operating system. It develops leadership effectiveness at three levels:

**Individual:** Develops increased maturity, greater productivity and the ability to manage one's self, as well as the ability to execute critical priorities with laser-like focus and careful planning.

**Team:** Increases team engagement, morale, collaboration, improved communication skills, and strengthened relationships.

**Organizational:** Creates a framework for creating a highly effective culture, as well as developing current and high-potential leaders that model both competence and character.

The work session drives organizational success by helping participants gain the [paradigms and practices of effective people \(leaders\)](#). It was developed with an intense focus on helping participants internalize and sustain the following 20 Practices that change the way teams work together:

### **Highly Effective Practices**

<b><u>Private Victory</u></b>	<b><u>Public Victory</u></b>
<b><u>Habit 1: Be Proactive</u></b>	<b><u>Habit 4: Think Win-Win</u></b>
1. Pause and Respond based on Principles and Desired Results	11. Build Your Emotional Bank Account With Others
2. Use Proactive Language	12. Have an Abundance Mentality
3. Focus on Your Circle of Influence	13. Balance Courage and Consideration
4. Become a Transition Person	14. Consider Other People's Wins as Well as Your Own
	15. Create Win-Win Agreements
<b><u>Habit 2: Begin With the End in Mind</u></b>	<b><u>Habit 5: Seek First to Understand. Then to Be Understood</u></b>
5. Define Outcomes Before You Act	16. Practice Empathic Listening

6. Create and Live by a Personal Mission Statement	17. Respectfully Seek to Be Understood
<b>Habit 3: Put First Things First</b>	<b>Habit 6: Synergize</b>
7. Focus on Your Highest Priorities	18. Value Differences
8. Eliminate the Unimportant	19. Seek 3 <sup>rd</sup> Alternatives
9. Plan Every Week	
10. Stay True in the Moment of Choice	
	<b>Habit 7: Sharpen the Saw</b>
	20. Achieve the Daily Private Victory

Following completion of the work session, participants will experience the following:

Greater productivity	Improved interpersonal communication
Strengthened relationships	Increased influence
Ability to identify, focus and balance critical priorities	Ability to take initiative
Leveraged creative collaboration and problem solving	Increased personal resilience and capability

The updated work session includes the following new tools, activities and videos:

More than 30 new, world-class videos	Beautifully designed participant materials
20 new Practices	Modernized facilitator materials
Redesigned <i>7 Habits</i> Assessment	New <i>Living the 7 Habits</i> mobile app
Tools to reinforce skills development	Redesigned 7-week contract – 7 X 7 Contract
Reference, Practice, and Skills cards	New <i>Leader Implementation</i> work session

### **Living the 7 Habits App**

Also launching as part of the work session is the new *Living the 7 Habits* app, supported in iOS and Android. It was developed to support ongoing learning and implementation of *The 7 Habits*. Attendees download the app during the work session to help facilitate learning during the training. The app features include: Reminders to help users live the *7 Habits*; Practice and Skills reference cards; a mission statement builder; a 7 X 7 Contract with day-by-day activities to help users live the *7 Habits* for seven weeks; Big Rocks Planning, which allows users to identify roles, add tasks, import prior tasks and calendar tasks; membership in *The 7 Habits Community*; and access to the problem/opportunity index from *The 7 Habits* book. (NOTE: Some features of the app are only available to users who have completed the new *7 Habits* work session. The basic app is free and downloadable by visiting the [Apple App Store](#) and [Google Play](#).)

### **The 7 Habits Leader Implementation: Coaching Your Team to Higher Performance**

Franklin Covey is also launching [The 7 Habits Leader Implementation: Coaching Your Team to Higher Performance](#). The new one-day work session supports the implementation of the new *7 Habits* work session for intact work teams, divisions and organizations. *The 7 Habits Leader Implementation* work session develops and applies the skills a leader needs to implement the new *7 Habits* work session inside their work team. Built on extensive global research with clients who are highly successful at implementing the *7 Habits* inside their organizations, this new work session teaches leaders how to make the *7 Habits* 'the operating system' for their team, division or organization. It shows leaders, managers and teams how to live the *7 Habits* on a daily basis by reinforcing the *7 Habits* through feedback, coaching and by creating a winning culture.

### **Availability, Format and Pricing**

#### **Availability**

*The 7 Habits of Highly Effective People Signature Edition 4.0* work session may be delivered live or online at a client onsite by a Franklin Covey consultant, or by a licensed client facilitator. Public work sessions (three-day) are being offered through the [American Management Association \(AMA\)](#).

#### **Format**

The work session is available live or online, in a two- or three-day format, with the same core competencies. The three-day version significantly enables more skill, application and practice and includes additional videos not included in the two-day version.

#### **Pricing**

The cost to attend Franklin Covey's *The 7 Habits of Highly Effective People Signature Edition 4.0* work session (per participant) begins at \$270, plus consulting fees. Volume discounts are available. AMA pricing is from \$1,995 (member) to \$2,195 (non-member), which includes consulting fees. To attend an AMA public work session, visit <http://bit.ly/1pyKsP3>.

The cost to attend Franklin Covey's *The 7 Habits Leader Implementation: Coaching Your Team to Higher Performance* begins at \$175, plus consulting fees.

For more information about *The 7 Habits of Highly Effective People Signature Edition 4.0* visit <http://bit.ly/1g8i8BX> or call 1-888-705-1776 to speak with a Franklin Covey client partner.

**About Franklin Covey Co.**

[Franklin Covey Co.](#) (NYSE: FC) is a global company specializing in performance improvement. Franklin Covey partners with organizations to help them achieve results that require a change in human behavior. The company's expertise is in seven areas: leadership, execution, productivity, trust, sales performance, customer loyalty and education. Franklin Covey 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. Franklin Covey has more than 100 offices providing professional services in over 150 countries. For more information, visit [www.franklincovey.com](http://www.franklincovey.com).

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