



## Franklin Covey Co. and Kaleidoscope Pictures Win 40 Awards for New 7 Habits Work Session Videos: The Communicator Awards, Telly Awards, Summit International Awards and CINE Awards

December 10, 2014

### ***7 Habits Work Session Videos Encourage Participants to Live by Universal, Timeless Leadership Principles Today***

SALT LAKE CITY--(BUSINESS WIRE)--Dec. 10, 2014-- [Franklin Covey Co.](#) (NYSE: FC) and [Kaleidoscope Pictures](#) announced today they have been honored with 40 awards for videos in [The 7 Habits of Highly Effective People®: Signature Edition 4.0 work session](#). The awards were bestowed on behalf of [The Communicator Awards](#), [Telly Awards](#), [Summit International Awards](#) and [CINE Awards](#).

"We are really honored to have received these awards for videos in our new *7 Habits* work session," said Bob Whitman, CEO, Franklin Covey Co. "These [videos](#), produced with our longtime partner, Kaleidoscope Pictures, support the underlying principles and practices of effectiveness taught in the work session and inspire and encourage participants to learn and live the *7 Habits* every day. The *7 Habits* work session can establish the foundation for helping any organization to transform their culture into a winning culture. Culture can become an organization's most differentiating and durable competitive advantage. With the *7 Habits* as the framework and operating system, people at every level in any organization can learn to lead themselves and work more effectively with others to achieve critical objectives."

"Earning 40 awards in one year is a great honor," said Micah Merrill, Vice President, Kaleidoscope Pictures. "The videos illustrate and connect participants to the principles taught in the *7 Habits* work session, which has so positively influenced millions of individuals and organizations throughout the world. We are so proud to help to bring Franklin Covey's world-renowned content to life."

The *7 Habits* work session is based upon the content from [The 7 Habits of Highly Effective People](#), authored by Stephen Covey, which celebrates its 25<sup>th</sup> anniversary this year, having sold 25 million copies in 52 languages worldwide. What differentiates the *7 Habits* work session from other leadership training is its unique, proprietary content, which has global appeal and is an inside-out approach to leadership development. The principles taught are universal, timeless, cross-cultural and have been widely accepted as such. The work session drives organizational success by helping participants adopt the paradigms and practices of effective leaders and by using the processes and tools in the work session for continued reinforcement of the learning.

Following [completion of the work session](#), participants will experience the following:

- The ability to take initiative, to identify, focus and balance critical priorities, and increased productivity.
- Strengthened relationships and leveraged, creative collaboration and problem solving.
- Improved personal communication and increased influence, personal resilience, and capability.

(To understand how [the 7 Habits work session](#) can be implemented within an organization to help individuals and teams become more effective, visit [www.7habits.com](#) or call 1-888-705-1776.)

Catherine Nelson, Vice President, Leadership Practice, Franklin Covey, said, "The videos in the *7 Habits* work session are humorous, touching, motivating and inspiring. They were created and developed to model and reinforce the content in the work session. They will help participants learn, remember and apply the *7 Habits* so that they become great leaders—individually, on their teams and in their organizations."

**Franklin Covey and Kaleidoscope Pictures were honored with awards on behalf of the following videos:**

- **Stone: Stone Kyambadde had a choice to make—he could either be a victim or he could choose to use his experiences to improve others' lives.** (The Communicator Awards: Award of Excellence: Motivational, Award of Distinction: Documentary. Telly Awards: Bronze Telly Award: Motivational. Summit International Awards: Silver Summit Creative Award: Documentary. CINE Awards: CINE Golden Eagle Award: Industrial, Motivational & Exhibits Division: Motivational.)
- **Masterpiece: This visually arresting video uses music, words, and beautiful imagery to take viewers on a journey of self-discovery and introspection.** (The Communicator Awards: Awards of Excellence: Art Direction, Use of Visual Effects, Cinematography; Awards of Distinction: Motivational, Editing, Use of Music. Telly Awards: Silver Telly Award: Visual Effects; Bronze Telly Awards: Motivational, Music, Use of Music, Editing. Summit International Awards: Gold Summit Creative Award: Editing and Effects. CINE Awards: CINE Golden Eagle Award: Industrial, Motivational & Exhibits Division: Corporate Sales.)
- **Transformation: A musical collaboration between renowned violinist Lindsey Stirling and the Recycled Orchestra of Cateura, Paraguay, this video powerfully communicates the power of synergy to change lives.** (The Communicator Awards: Awards of Excellence: Art Direction, Editing, Cinematography; Awards of Distinction: Motivational, Music, Use of Music. Telly Awards: Silver Telly Awards: Motivational, Art Direction, Cinematography; Bronze Telly Awards: Music, Use of Music, Editing. Summit International Awards: Bronze Summit Creative Award: Music Video.

**CINE Awards:** CINE Golden Eagle Award: Industrial, Motivational & Exhibits Division: Corporate Sales.)

- **80<sup>th</sup> Birthday:** *If we think ahead to what we want people to say about us on our 80<sup>th</sup> birthday, it can empower how we live our lives now.* (The Communicator Awards: Award of Distinction: Cinematography.)
- **The 7 Habits Promise:** *Before he passed away, Stephen Covey addressed the ways in which implementing the 7 Habits changes lives for the better.* (The Communicator Awards: Award of Distinction: Cinematography. Telly Awards: Bronze Telly Awards: Use of Music, Editing.)
- **Weekly Planning:** *With the help of stunning visual effects, we learn the importance of planning each week, so we can maximize our time and lives.* (The Communicator Awards: Award of Distinction: Use of Visual Effects.)
- **The Royal Ballet School:** *By aligning their goals and working together, the Royal Ballet School and The Royal Ballet Company are able to produce some of the finest dancers in the world.* (The Communicator Awards: Award of Distinction: Documentary. Telly Awards: Silver Telly Award: Cinematography. CINE Awards: CINE Golden Eagle Award: Industrial, Motivational & Exhibits Division: Motivational.)

#### **The Communicator Awards:**

[The Communicator Awards](#) is the leading international awards program recognizing big ideas in marketing and communications. The 2014 competition drew from a pool of more than 6,000 entries, awarding those they deemed as making a long-lasting impact. It recognizes outstanding **work that transcends innovation and craft**-work that made a lasting impact, providing an equal chance of winning to all entrants regardless of company or agency size and project budget. Winners are selected on merit-based achievement, as well as creativity by the Academy of Interactive and Visual Arts.

#### **Telly Awards:**

[Telly Awards](#) honors the very best film and video productions, groundbreaking online video content, and outstanding local, regional, and cable TV commercials and programs. The 2014 competition drew from a pool of more than 13,000 entries, from all 50 states and several countries.

#### **Summit International Awards:**

The [Summit International Awards](#) (SIA) organization is dedicated to furthering excellence in the marketing communications industry. It administers three distinguished advertising and marketing award competitions throughout the year with the goal of raising the awareness of companies and individuals who have the creative and marketing talent to go beyond the ordinary.

#### **CINE Awards:**

[CINE's](#) mission is to support emerging and established producers of film, television and digital media through its film competitions, educational panels, screenings and networking opportunities. Since 1957, CINE has honored the best in non-theatrical productions, awarding filmmakers such as Ken Burns, Mel Brooks, Steven Spielberg, Ron Howard, Spike Lee, Robert Zemeckis and Quincy Jones.

Entries to the competition are judged by CINE's Board of Directors, an impressive group of network executives, filmmakers, producers of all kinds of content, and so forth. The judges' credentials truly make CINE Golden Eagle unique, in that it is an honor bestowed by filmmakers to filmmakers.

#### **About Franklin Covey Co.**

[Franklin Covey Co.](#) (NYSE: FC) is a global company specializing in performance improvement. We help organizations 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. 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 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).

#### **About Kaleidoscope Pictures**

[Kaleidoscope Pictures](#) develops and produces filmed stories that entertain while artfully enhancing and elevating the human experience. Known for their award-winning projects, Kaleidoscope's productions include television series, feature films, music videos, and documentaries.

Source: Franklin Covey Co.

#### **Franklin Covey Co.**

Debra Lund, 801-244-4474

[Debra.Lund@franklincovey.com](mailto:Debra.Lund@franklincovey.com)

Jane Seegmiller, 801-318-3604

[Jane.Seegmiller@franklincovey.com](mailto:Jane.Seegmiller@franklincovey.com)

or

#### **Kaleidoscope Pictures**

Katie Geilman, 801-356-1616

[Katie@kaleidoscopepictures.com](mailto:Katie@kaleidoscopepictures.com)