

# The Easiest, Most Effective Way to Generate Impact at Scale

Product Overview  
February, 2023





**GOLDEN GATE  
MAIN SPAN  
4200 FEET**

OF ONE CABLE ..... 7650 FT. (2331 M)  
DIAMETER OF ONE CABLE ..... 36" x IN. (92 CM)  
WIRES IN EACH CABLE ..... 27,572  
WIRE USED ..... 80,000 MILES (128,748 KM)  
WEIGHT OF CABLE ..... 24,500 TONS (22,226 METRIC TONS)

Principal Contractor: John A. Roebling's Sons Company  
Trenton & Roebing, New Jersey



FranklinCovey

YANG YANG  
ACUPUNCTURE  
CLINIC  
TEL: 650-625-8878



YANG YANG  
ACUPUNCTURE  
CLINIC  
Please Call for Appointment  
TEL: 650-625-8878





FranklinCovey





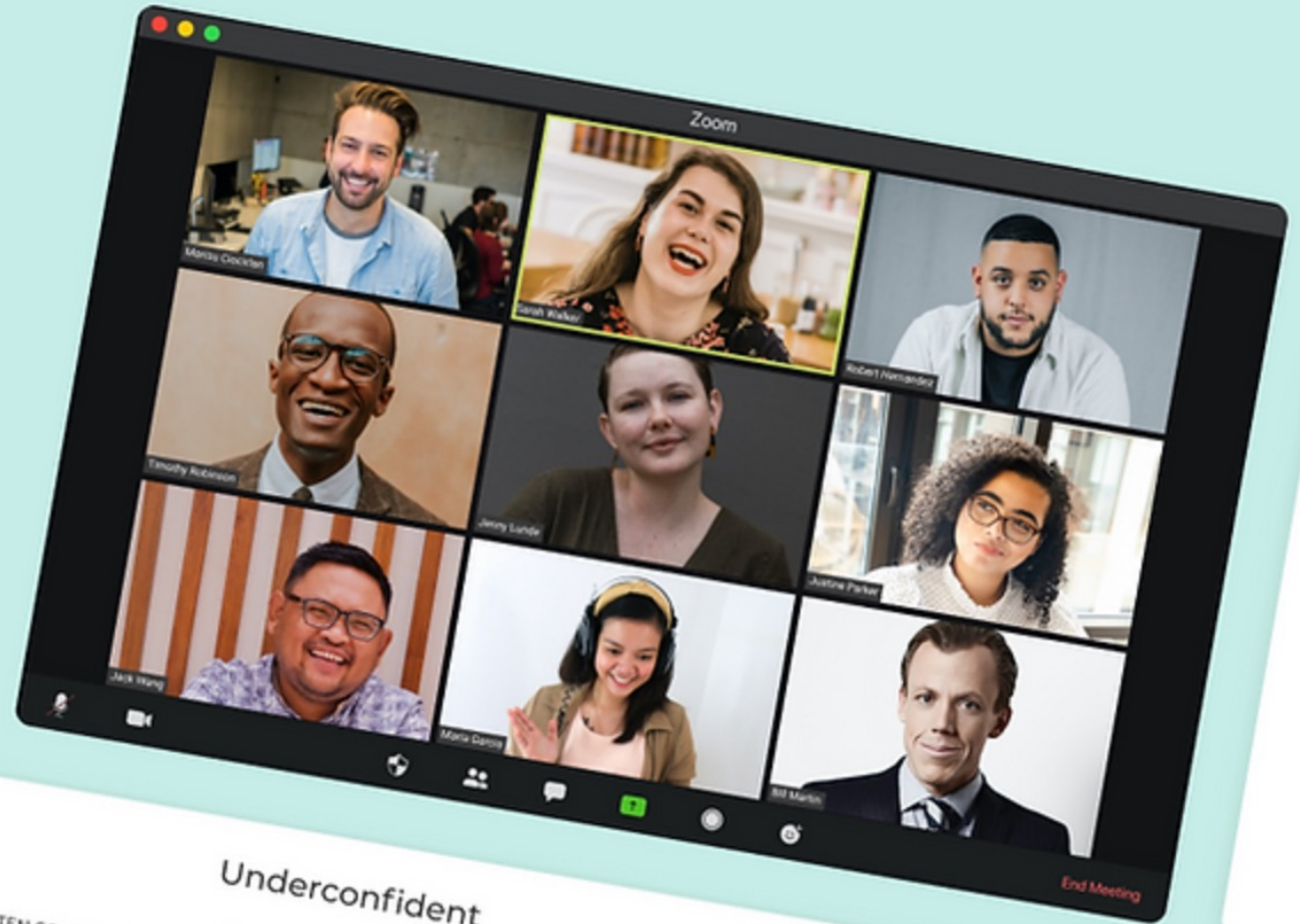
FranklinCovey





# Transform Managers into Leaders

Strive combines people and technology to deliver targeted training that lasts.

[REQUEST A DEMO](#)

## Underconfident

**WRITTEN COMMUNICATION**  
Expressing yourself clearly and effectively in written communications to internal and external terms and individuals.

YOU

OTHERS

Critical Conversations - II

Your Challenge

Application



## Strive-FC follow up meeting

Thursday, February 11, 2021 · 1:00 – 2:30pm



Zoom



5 guests

1 yes

4 awaiting



Will Houghteling



Bob Whitman



Boyd Roberts



Paul Walker



Steve Young



<https://franklincovey.zoom.us/my/robcahill>



10 minutes before



Rob Cahill

Created by: Will Houghteling



Private



There have been changes made to details of this event that are only reflected on this calendar

Restore original event

# FranklinCovey generates impact at scale by uniquely combining content, people and technology



## Content

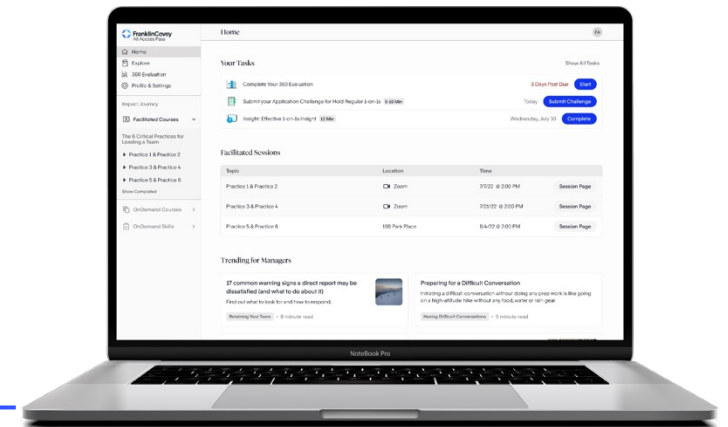
Leadership  
Individual Effectiveness  
Culture  
Business Outcomes

## People

Delivery Consultants  
Coaches  
Client Facilitators

## Technology

360 Diagnostic  
OnDemand Courses  
FC & Client-facilitated  
Courses



# The Easiest, Most Effective Way to Generate Impact at Scale

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## AGENDA

# 01 Client Needs & Challenges

02 An Overview of FranklinCovey

03 Content 101

04 People 101

05 Technology 101

06 Product Driving Business Impact



# Jim

CHRO, F500 Co.

**Challenge:** New CEO is implementing a new turnaround strategy. CEO asked Jim to ensure team is prepared to execute on new approach.



## 300+ VPs

Need support developing & sharing vision & strategy.



**Exec Coaching**

## 1,700 Managers

Need support creating system of execution & ensuring accountability.



**In-House Management Training Course**

## 13,000 ICs

Need support improving effectiveness and collaboration skills.



**Learning Library**

# Nancy

VP of L&D, Growth Stage Co.

**Challenge:** 1,000-person co just acquired 250-person startup. A successful integration is make-or-break ahead of next year's IPO.



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## 30+ VPs



**Boutique Strategic Leadership Course**

Need support with strategic leadership, but can't afford exec coaching.

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## Whole Company



**Learning Library that has a Change Management Course**

Needs to understand how to lead and operate in a changing environment, but Nancy can't afford live instruction for all.

# The Problem



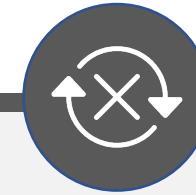
## No comprehensive solution

- × Need to stitch together multiple vendors, which is operationally intensive, frustrating and expensive



## Inconsistent content, quality, & experience

- × Large learning libraries have negligible quality control.
- × Training providers generally don't cover full leadership suite so need to stitch together multiple with inconsistent approaches.

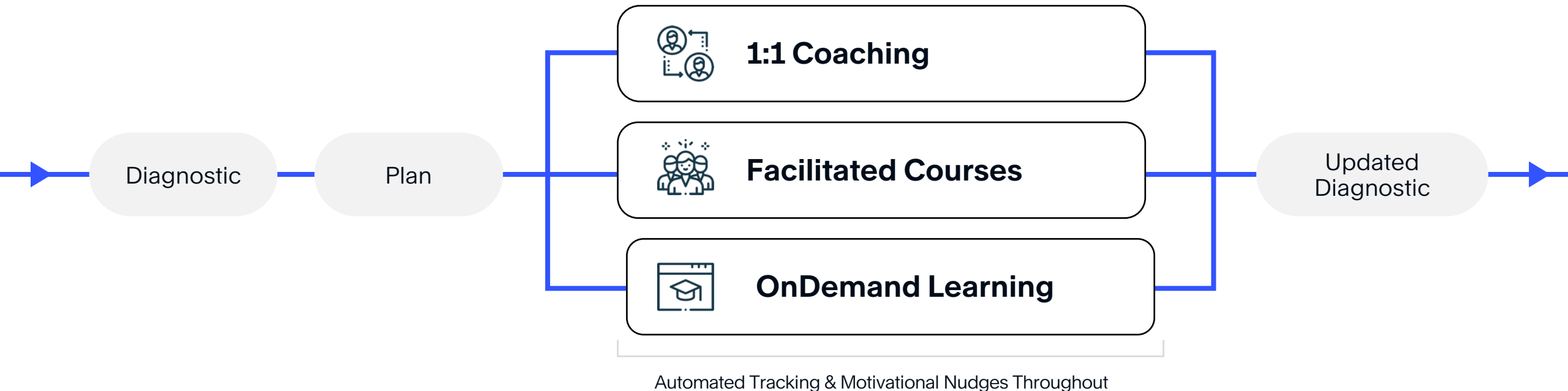


## Minimal impact (and generally unmeasurable)

- × No focus on using learning/behavioral science to drive behavior change at scale



# FranklinCovey provides a comprehensive “gym for learning”

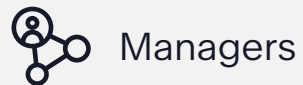


# Clients can create audience-specific, easy-to-deliver Impact Journeys in varying modalities



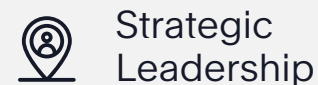
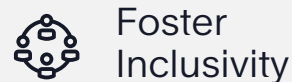
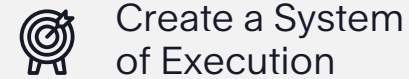
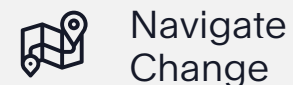
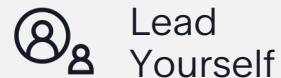
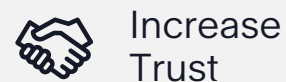
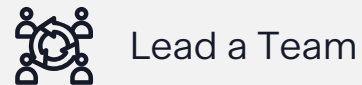
## 01

### Choose Audience



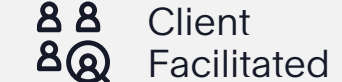
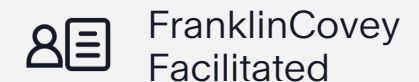
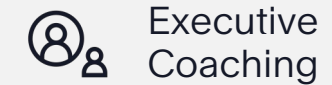
## 02

### Choose Skill Or Capability



## 03

### Choose Modality



# FranklinCovey's Solution



## Comprehensive, Easy Approach

- ✓ Client's don't need to stitch together multiple vendors – one product for all audiences and needs
- ✓ Easy for busy L&D / HR leaders to deploy



## Consistent Content & Experience

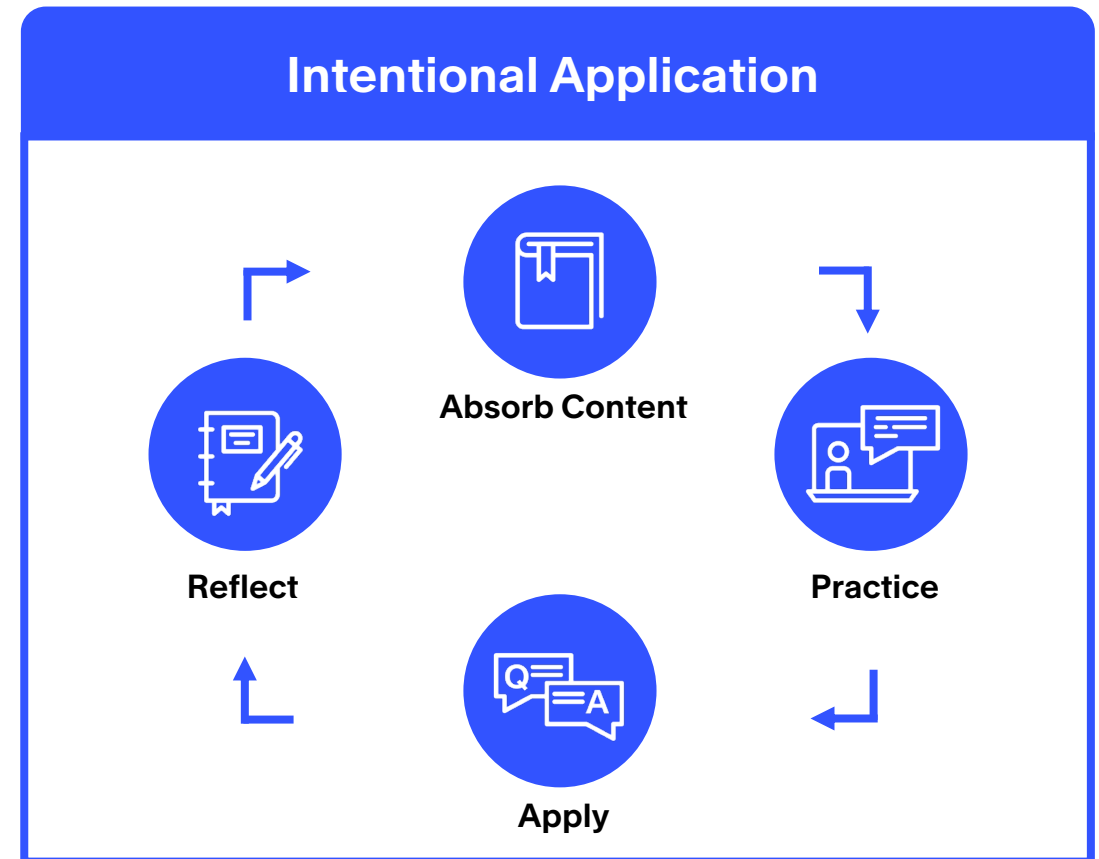
- ✓ Consistent content across all needs/audiences
- ✓ Single technology platform guides all learners



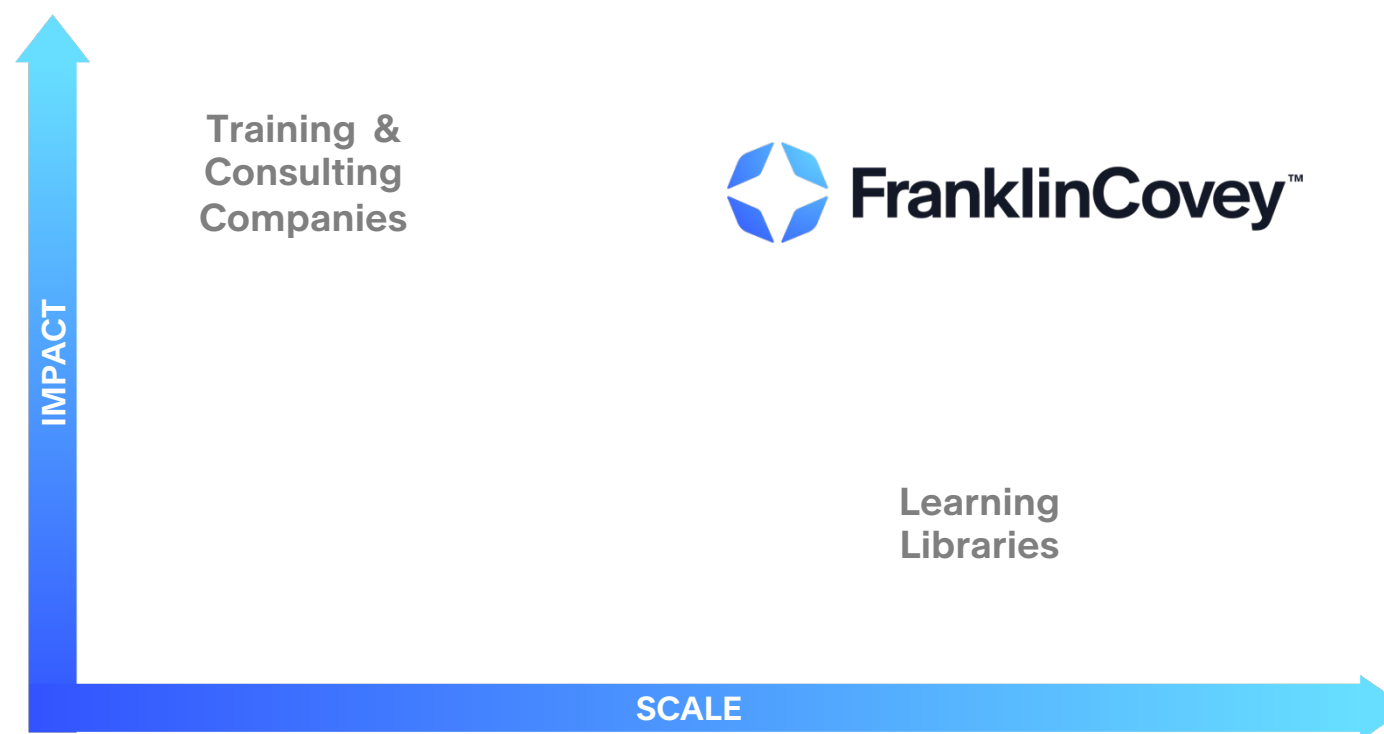
## Notable and Measurable Impact

- ✓ Incorporates science of learning to drive behavior change
- ✓ Dashboards for learners and clients to measure engagement, enjoyment and impact

# Our approach incorporates the latest science of learning to drive impact at scale



# Our approach uniquely generates impact at scale



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# Our content strategy is designed for impact

**Coverage**

**Research**

**Approach to  
Insights**

**Production  
Quality**

# Coverage

## **Our Approach**

Fewer things better –  
Disney vs. Netflix/YouTube

## **Our Competitors**

Mile wide but an inch deep



# Research

## **Our Approach**

Anchored in deep  
expertise and trusted  
thought leadership

## **Our Competitors**

Opportunistically  
leveraging trends

# Approach to Insights

## **Our Approach**

Whole person approach

Principle-centric &  
paradigm-shifting insights

## **Our Competitors**

Tactics, Tips & Tricks

# Production Quality

## **Our Approach**

Expertly produced  
-\$ millions / solution

## **Our Competitors**

Quickly produced  
- \$ thousands / course

# 7 Habits of Highly Effective People

## Coverage

7 Habits – not attempting to be everything to everyone.

## Research

10+ years in development before launched.

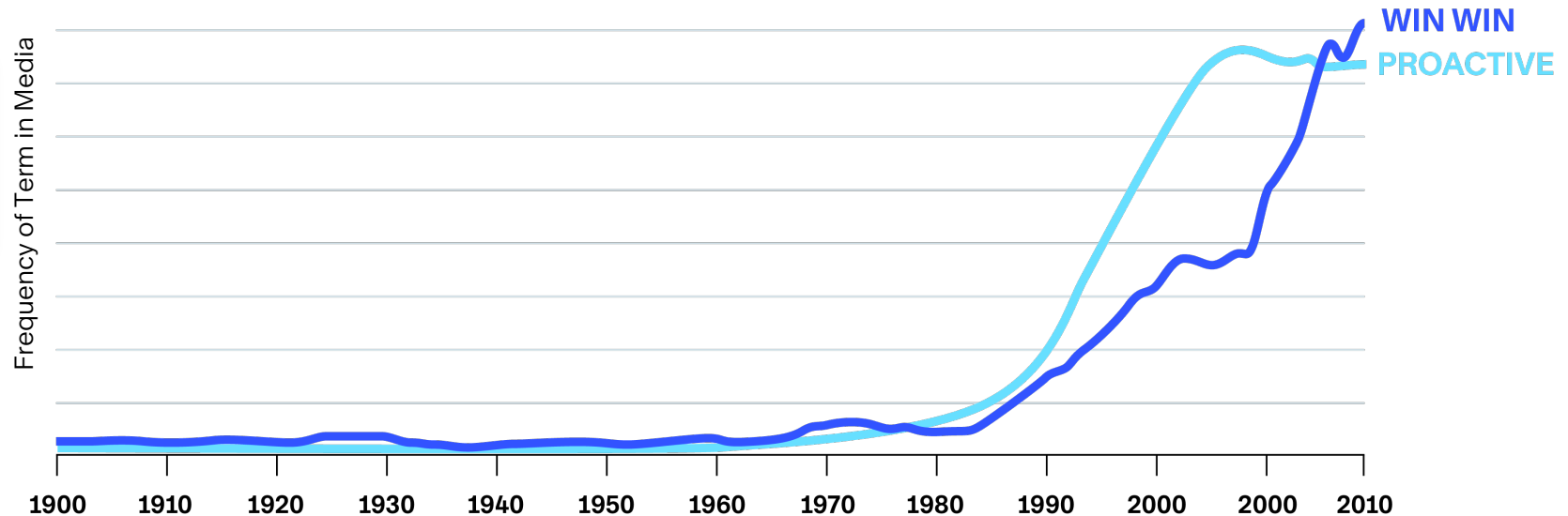
## Approach to Insights

Paradigm-shifting – introduced new principles to society!

## Production Quality

\$10MM spent developing the solution across four revisions (on #5 now).

**Results:  
\$2B+ revenue  
franchise!**



# Our Content Covers The Enduring Challenges That Matter Most



1

Develop **exceptional leaders** at every level.

2

Instill **habits of effectiveness** in every individual.

3

Build a **winning culture**.

4

Use common **execution** frameworks to achieve the most important goals.

# Our Content Covers The Enduring Challenges That Matter Most

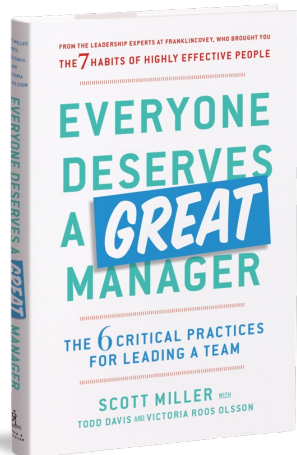


# Our Content Covers The Enduring Challenges That Matter Most



## 1 Leadership

### Team Management



6 Critical Practices  
for Leading a Team

**\$200M+**

## 2 Individual Effectiveness

### Self-Management

- Growth Mindset
- Managing Energy
- Proactivity
- Receiving Feedback
- Self-Awareness
- Time Management

### Communication

- Presenting
- Running Meetings
- Writing

### Project Management

- Project Management

### Collaboration

- Accountability
- Difficult Conversations
- Managing Up & Across

## 3 Winning Culture

### Trust

- Building Trusting Relationships
- Earning Trust
- Extending Trust

### Change Management

- Adaptability
- Leading Change

### Inclusion

- Belonging
- Identifying Bias
- Reducing Bias

### Well-being

- Emotional Intelligence
- Psychological Safety
- Work-Life Boundaries

## 4 Execution

### Team Execution

- Achieving Team Goals
- Setting Team Goals

### Sales

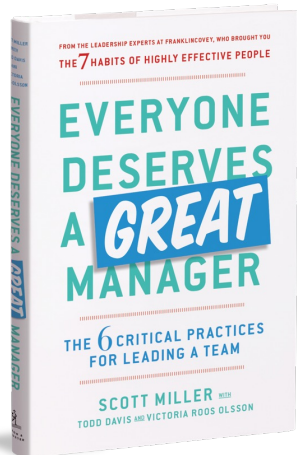
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- Negotiation
- Prospecting
- Qualifying Opportunities

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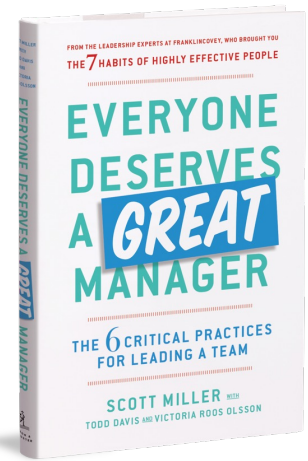


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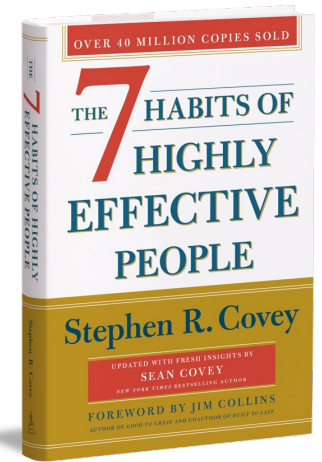
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6 Critical Practices for Leading a Team  
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## 2 Individual Effectiveness

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7 Habits of Highly Effective People  
**\$2B+**

## 3 Winning Culture

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- Well-being**
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## 4 Business Results

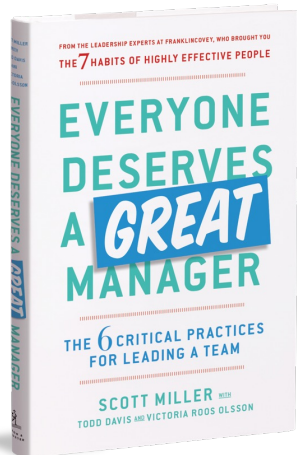
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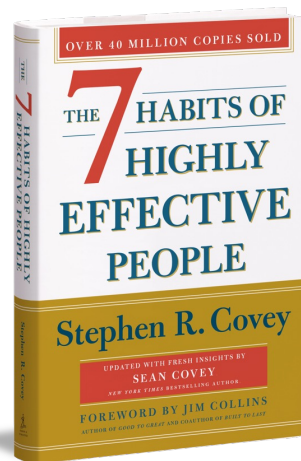


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7 Habits of Highly  
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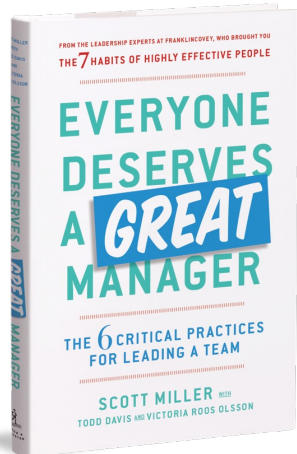
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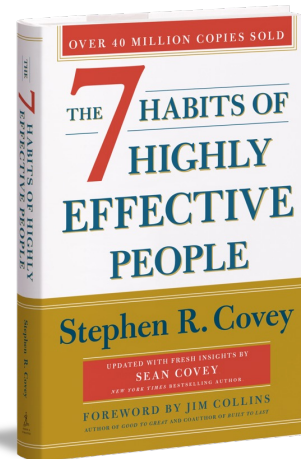


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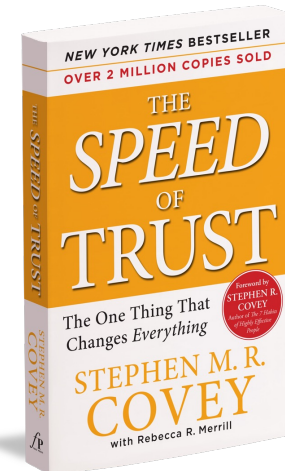


7 Habits of Highly  
Effective People

**\$2B+**

## 3 Winning Culture

### Trust



Leading at the  
Speed of Trust

**\$300M+**

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Achieving Team Goals  
Setting Team Goals

### Sales

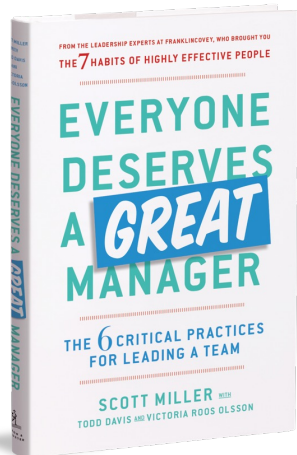
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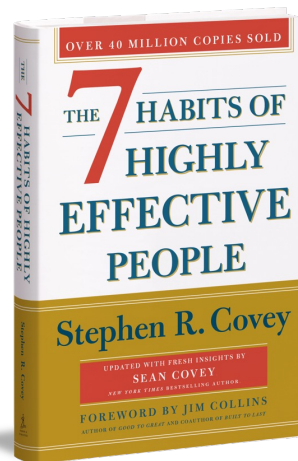


6 Critical Practices for Leading a Team

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## 2 Individual Effectiveness

### Self-Management

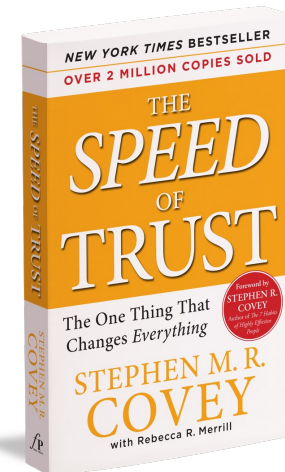


7 Habits of Highly Effective People

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Leading at the Speed of Trust

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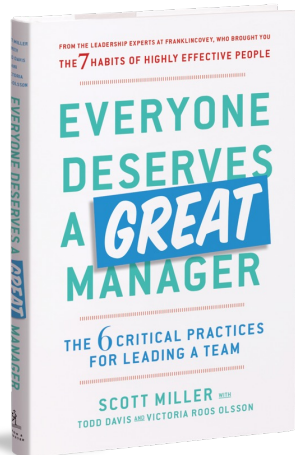
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Team Management



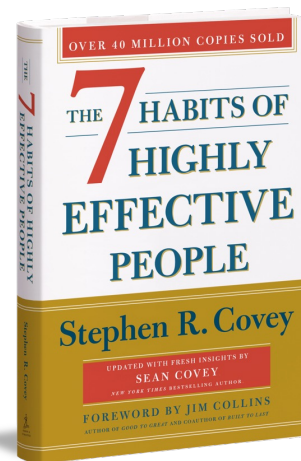
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Individual Effectiveness

Self-Management



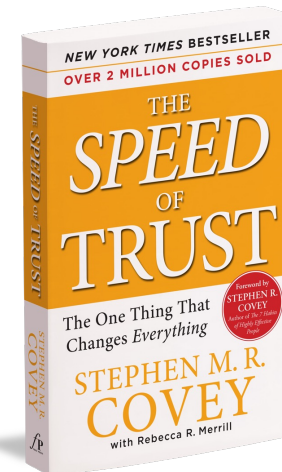
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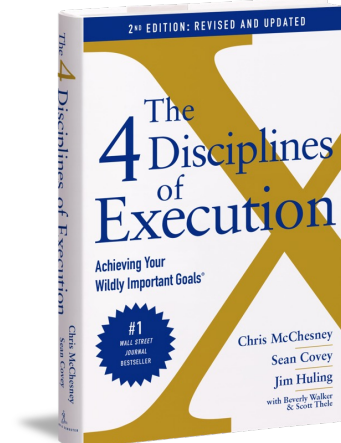
Leading at the  
Speed of Trust

\$300M+

4

Execution

Team Execution



4 Disciplines of  
Execution

\$300M+

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01 Client Needs & Challenges

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**04 People 101**

05 Technology 101

06 Product Driving Business Impact



# People – ours or our clients – lead high-impact, cohort-based training



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## 100s of Delivery Consultants & Coaches

Hundreds of experienced leaders, executives, facilitators and executive coaches who can help clients around the world.

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## 1000s of Client Facilitators

Thousands of Client Facilitators are certified to teach FranklinCovey Courses to their employees. This pioneering model both generates scalable impact and means we have an army of evangelists.

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# Technology Benefits



---

Powerful  
Content,  
Many  
Modalities

---

Change  
Behavior,  
Don't Just  
Check a Box

---

Easy to  
Operate,  
Easy to  
Consume

---

Measurable  
Impact for  
Clients and  
Learners

# Our easy-to-use technology allows clients to launch FranklinCovey in all modalities...



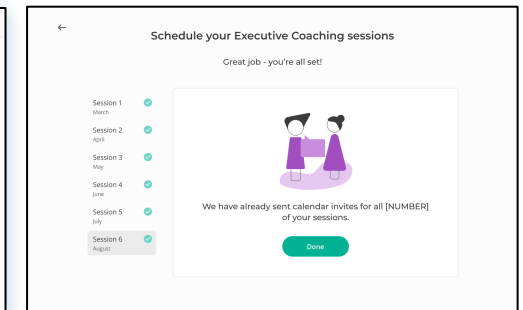
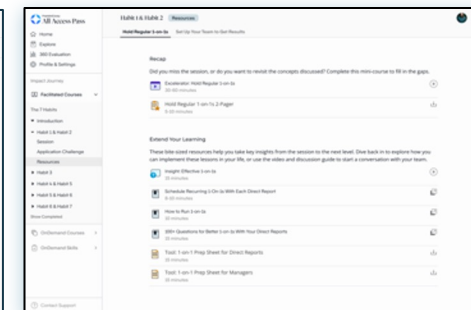
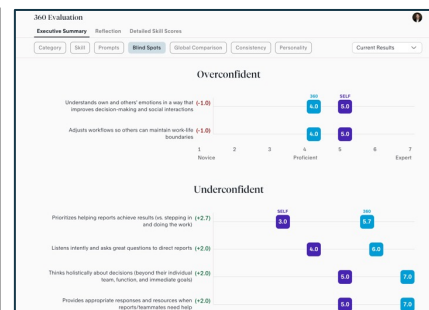
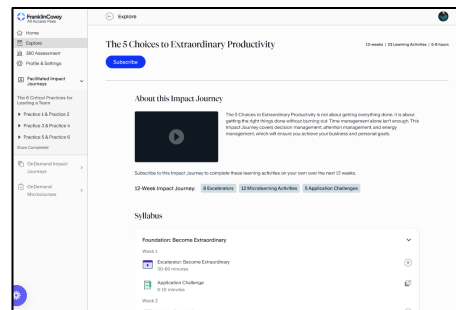
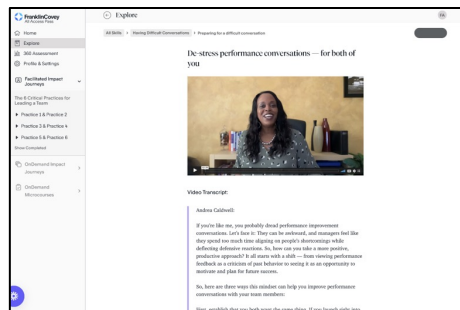
## Microlearning

## OnDemand Courses & Microcourses

## Client Facilitated Impact Journeys

## FC Facilitated Impact Journeys

## Executive Coaching

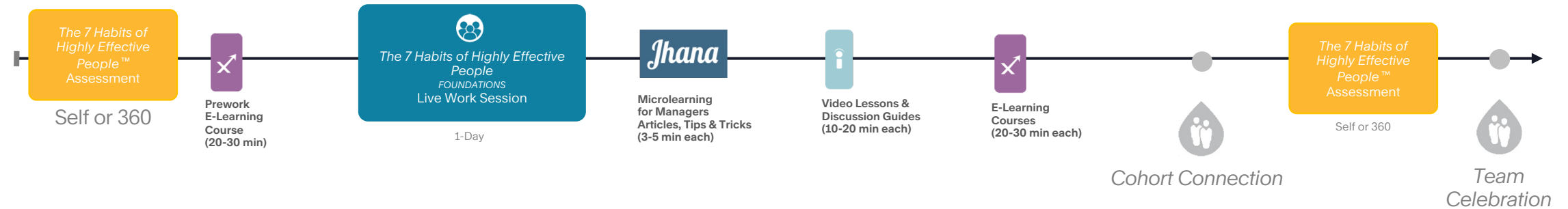


→ Increasing Human Touch →

# ...and allows learners to follow their entire Impact Journey in one place



## HISTORIC IMPACT JOURNEY



## CURRENT IMPACT JOURNEY 360

### Session Playlists

### Live Sessions

### App Challenge

### Auto Reinforcement

### Updated 360



A screenshot of the 'Session Playlists' interface showing a list of sessions with details like 'Topic', 'Duration', and 'Status'.



A screenshot of the 'App Challenge' interface showing various challenge cards and progress indicators.

A screenshot of the 'Auto Reinforcement' screen titled 'Excelsior: Big Rocks' with a 'Complete Now' button.

A screenshot of the 'Updated 360' interface showing 'Pre vs. Post Program Scores' for 'Communication' and 'Individual Effectiveness'.

# Technology Benefits



---

Powerful  
Content,  
Flexible  
Approach

---

Change  
Behavior,  
Don't Just  
Check a Box

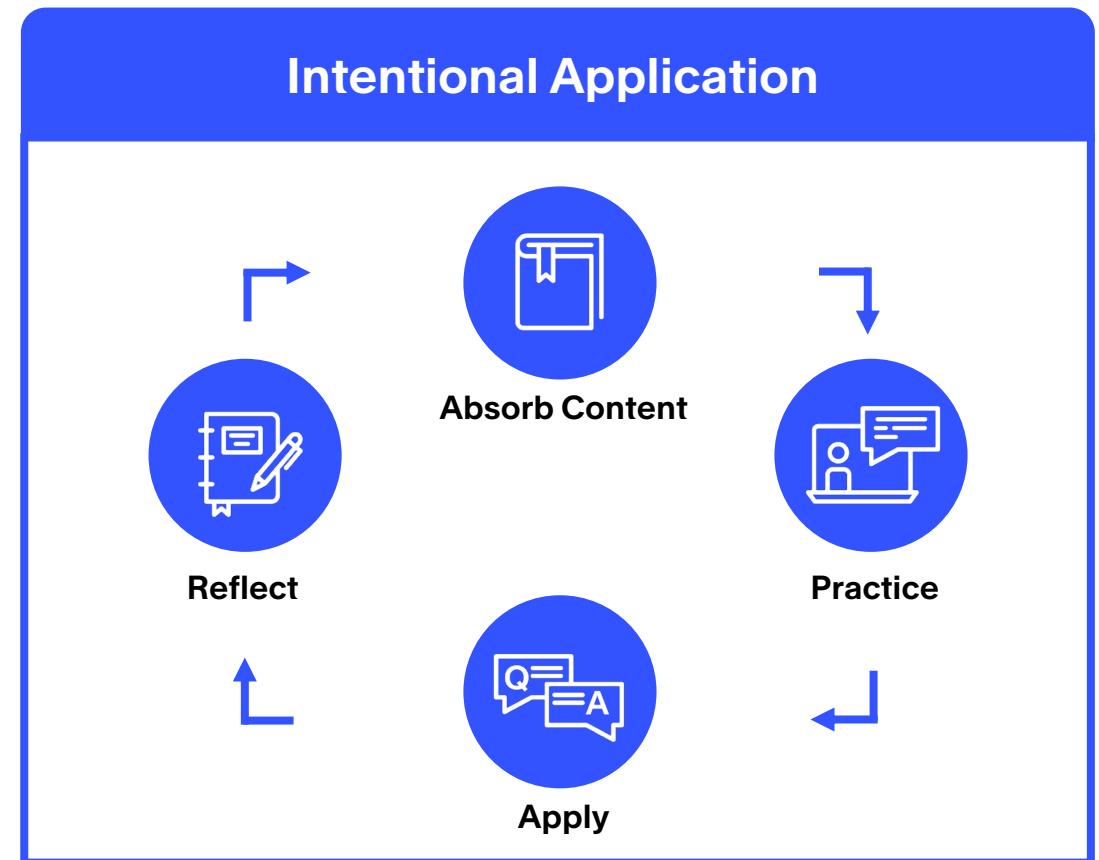
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Easy to  
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Impact for  
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# All Impact Journeys incorporate the latest science of learning to drive impact at scale



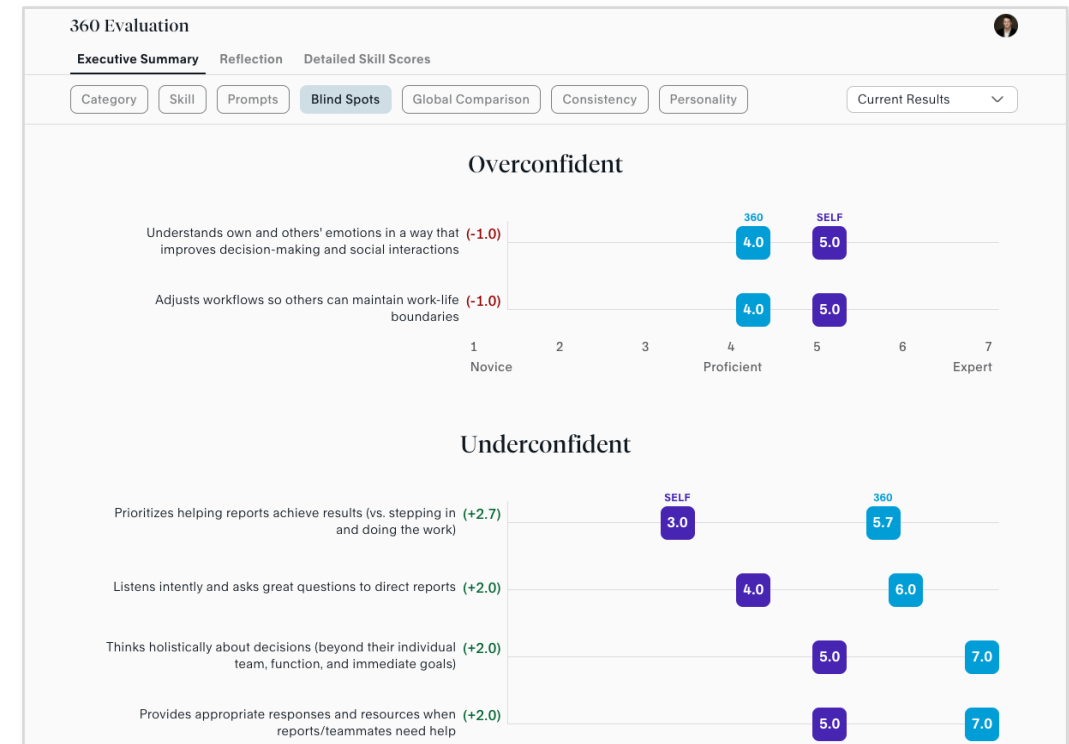
# Intentional Application



## Application Challenges

The screenshot shows the 'Build Your Support Team' challenge interface. At the top, a progress bar indicates four steps: 'Choose Your Challenge', 'Create Your Plan', 'Choose Application Time', and 'Build Your Support Team'. The current step is 'Build Your Support Team'. Below the progress bar, the title 'Build Your Support Team' is displayed, followed by a description: 'Holding yourself accountable to other people when setting goals makes you 95% more likely to complete them. Build your support team and we'll send out emails to let them know and provide context.' Below this, there is a section titled 'Select your accountability team:' with five radio button options: Max Borowitz, Troy Cosey, Felicia Alfieri, Eric Obeysekere, and Shane Chin. At the bottom, there is a toggle switch for 'I would also like to share my challenge with my cohort' which is currently turned on, and two buttons: 'Back' and 'Submit Challenge'.

## 360 Diagnostic



# Technology Benefits



---

Powerful  
Content,  
Flexible  
Approach

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Change  
Behavior,  
Don't Just  
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Easy to  
Operate,  
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# The FranklinCovey Admin Platform



The Admin Platform helps client admins easily launch, manage and measure Impact Journeys and content

The screenshot displays the FranklinCovey Admin Platform interface. At the top, there is a navigation bar with the FranklinCovey logo and 'All Access Pass' on the left, and navigation links for Library, Learners, Assigned, Reports, and Profile on the right. Below the navigation bar is a search bar with the placeholder text 'Search by topic, role, or solution...'. The main content area is divided into two columns. The left column contains filters for 'Type of Content', 'Skill', and 'Capability'. The 'Type of Content' filter includes options like 'Course | Multi-week', 'Microcourse | 2-week', 'Excelsior | 45 minutes', and 'Insight | 15 minutes'. The 'Skill' filter includes options like 'Conducting 1:1s', 'Reducing Bias', 'Conducting Difficult Conversations', 'Emotional Intelligence', and 'Work-life Boundaries'. The 'Capability' filter includes options like 'Lead a Team', 'Lead Yourself', 'Communication & Collaboration', 'Navigate Change', and 'Foster Inclusivity'. The right column displays a list of courses under the heading 'Courses'. The first course is 'The 5 Choices to Extraordinary Productivity', which is described as being about getting the right things done without burning out. It is a 12-week course that takes 5-6 hours to complete. The second course is 'The 7 Habits of Highly Effective People', which is also described as being about getting the right things done without burning out. It is a 12-week course that takes 5-6 hours to complete. The third course is 'Find Out Why: The Key to Successful Innovation', which is also described as being about getting the right things done without burning out. It is a 12-week course that takes 5-6 hours to complete. The fourth course is 'Unconscious Bias: Understanding Bias to Unleash Potential'. Each course card includes an 'Assign' button.



# Technology Benefits



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Powerful  
Content,  
Flexible  
Approach

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Change  
Behavior,  
Don't Just  
Check a Box

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Easy to  
Operate,  
Easy to  
Consume

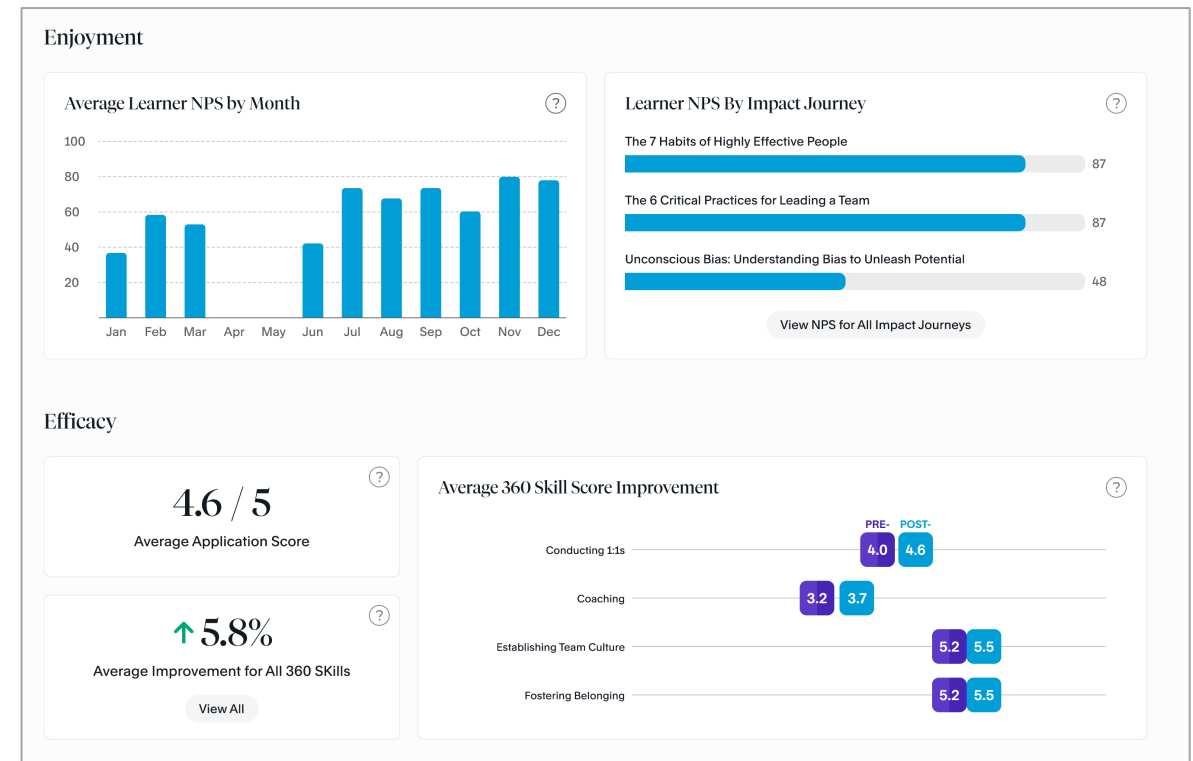
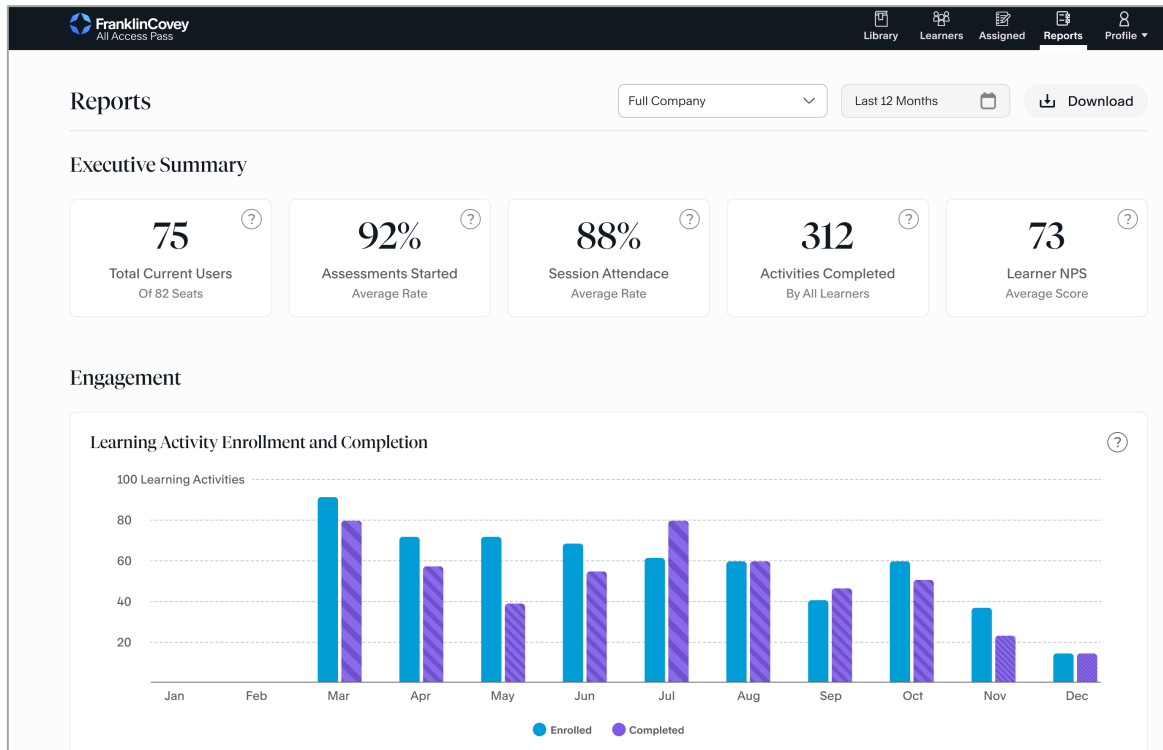
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Measurable  
Impact for  
Clients and  
Learners

# Measurable Impact



Clients can review learner engagement, enjoyment and impact on the Admin Platform Dashboard

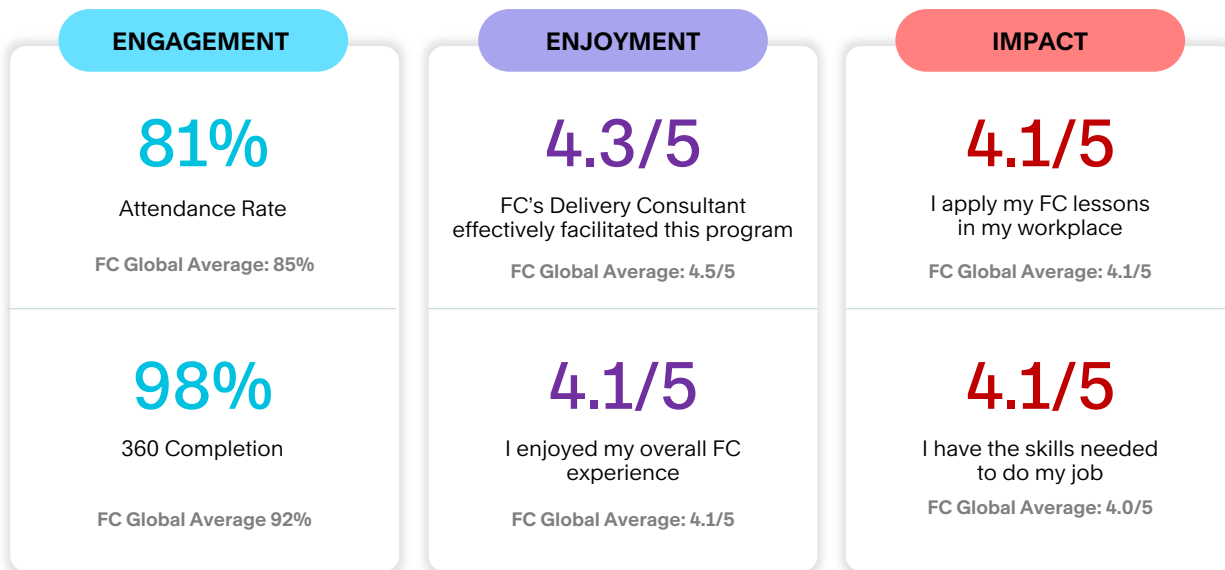




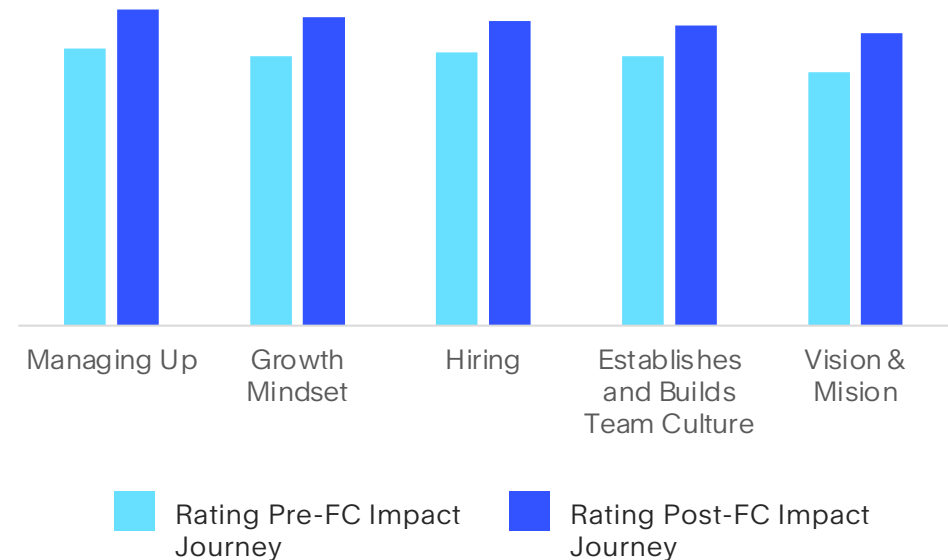
# Measurable Impact

Clients receive summary data during Quarterly & Annual Business Reviews.

## Executive Summary



## Skill Development Over Time

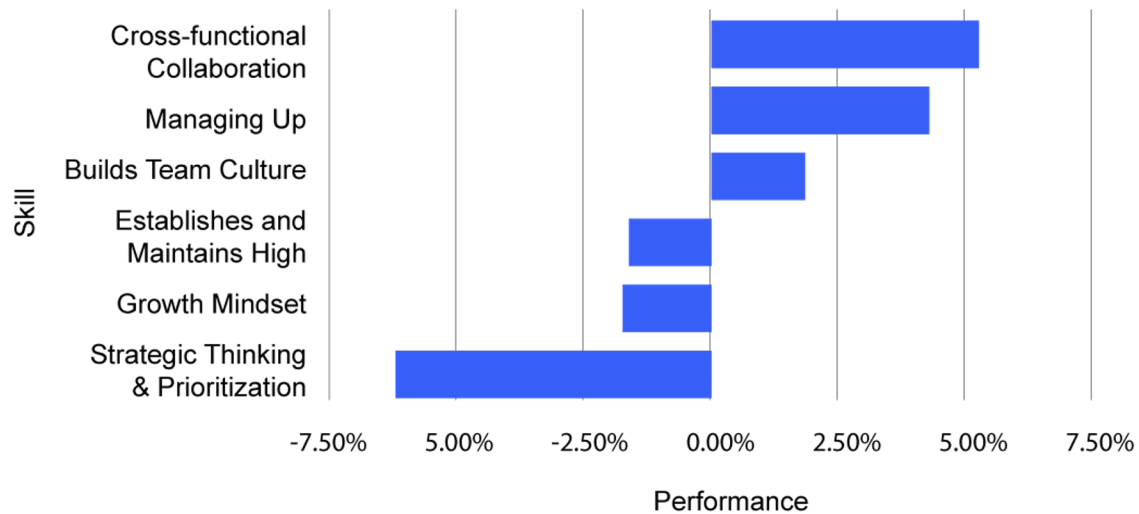


# Data-driven Learning Recommendations

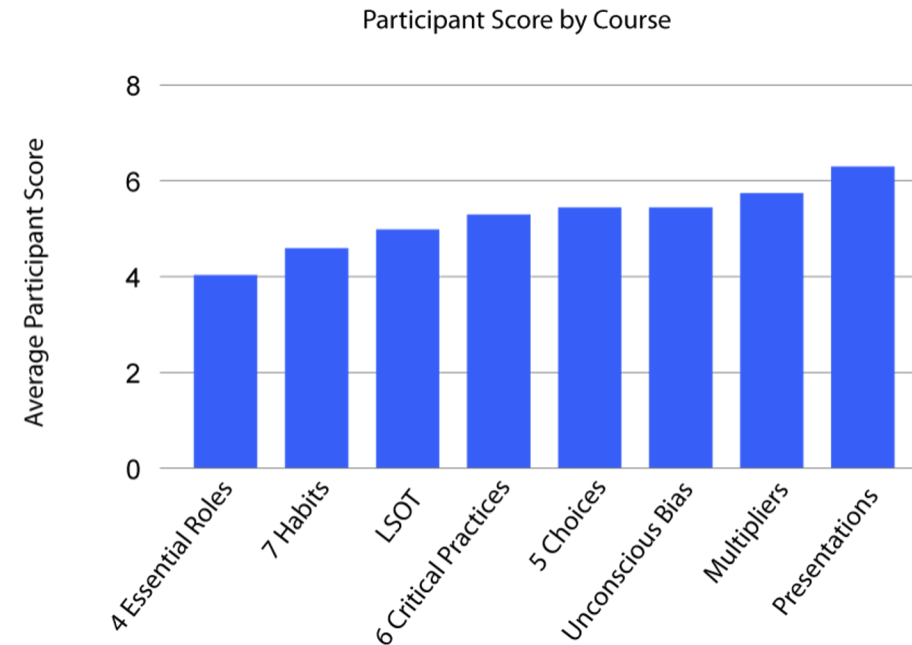


Clients can see how their learners compare to industry benchmarks and each other on both skills and courses, strategically prescribing future experiences.

## Skill Benchmarks



## Course Suggestions



## AGENDA

01 Client Needs & Challenges

02 An Overview of FranklinCovey

03 Content 101

04 People 101

05 Technology 101

**06 Product Driving Business Impact**



# Jim

CHRO, F500 Co.

**Challenge:** New CEO is implementing a new turnaround strategy. CEO asked Jim to ensure team is prepared to execute on new approach.



## 300+ VPs

Need support developing & sharing vision & strategy.



**Executive Coaching**

## 1,700 Managers

Need support creating system of execution & ensuring accountability.



**FC Facilitated  
Impact Journey – 6CP**

## 13,000 ICs

Need support improving effectiveness and collaboration skills.



**OnDemand Courses  
& Microcourses**

**FC All Access Pass**

# Nancy

VP of L&D, Growth Stage Co.

**Challenge:** 1,000-person co just acquired 250-person startup. A successful integration is make-or-break ahead of next year's IPO.



## 30+ VPs

Need support with strategic leadership, but can't afford exec coaching.

## Whole Company

Needs to understand how to lead and operate in a changing environment, but Nancy can't afford live instruction for all.

Exec Coaching &  
FC-facilitated Course

Client Facilitated  
Change Management  
Course

FC All Access Pass

## Opportunities for Year 2 Expansion



Lead a  
Team



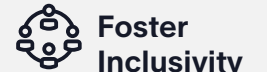
Lead  
Yourself



Increase  
Trust



Strategic  
Leadership



Foster  
Inclusivity





One way to determine which circle our concern is in is to distinguish between the *have's* and the *be's*. The Circle of Concern is filled with the *have's*:

"I'll be happy *when I have* my house paid off."

"*If only I had* a boss who wasn't such a dictator..."

"*If only I had* a more patient husband..."

"*If I had* more obedient kids..."

"*If I had* my degree..."

"*If I could just have* more time to myself..."

The Circle of Influence is filled with the *be's*—I can *be* more patient, *be* wise, *be* loving. It's the character focus.

*Anytime we think the problem is "out there," that thought is the problem. We empower what's out there to control us. The change paradigm is "outside-in"—*

ter-based, "inside-out" approach to personal and interpersonal effectiveness.

"Inside-out" means to start first with self; even more fundamentally, to start with the most *inside* part of self—with your paradigms, your character, and your motives.

It says if you want to *have* a happy marriage, *be* the kind of person who generates positive energy and sidesteps negative energy rather than empowering it. If you want to *have* a more pleasant, cooperative teenager, *be* a more understanding, empathic, consistent, loving parent. If you want to *have* more freedom, more latitude in your job, *be* a more responsible, a more helpful, a more contributing employee. If you want to be trusted, *be* trustworthy. If you want the secondary greatness of



