
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

SCHEDULE 13G

UNDER THE SECURITIES EXCHANGE ACT OF 1934

FRANKLIN COVEY CO

(Name of Issuer)

Common Stock

(Title of Class of Securities)

(CUSIP Number)

03/23/2026

(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- Rule 13d-1(b)
 Rule 13d-1(c)
 Rule 13d-1(d)
-
-

SCHEDULE 13G

CUSIP No.

Names of Reporting Persons

1

ASKELADDEN CAPITAL MANAGEMENT LLC

Check the appropriate box if a member of a Group (see instructions)

2

(a)

(b)

3

Sec Use Only

Citizenship or Place of Organization

4

TEXAS

Number of Sole Voting Power

Shares 5

Beneficially 0.00

Owned by Each Reporting Person With: 6 Shared Voting Power
651,459.00
Sole Dispositive Power
7
0.00
Shared Dispositive Power
8
651,459.00
Aggregate Amount Beneficially Owned by Each Reporting Person
9
651,459.00
Check box if the aggregate amount in row (9) excludes certain shares (See Instructions)
10

Percent of class represented by amount in row (9)
11
5.3 %
Type of Reporting Person (See Instructions)
12
IA, PN

SCHEDULE 13G

CUSIP No.

Names of Reporting Persons
1
Samir Patel
Check the appropriate box if a member of a Group (see instructions)
2
 (a)
 (b)
3
Sec Use Only
Citizenship or Place of Organization
4
UNITED STATES
Sole Voting Power
5
0.00
Shared Voting Power
6
651,459.00
Sole Dispositive Power
7
0.00
Shared Dispositive Power
8
651,459.00
Aggregate Amount Beneficially Owned by Each Reporting Person
9
651,459.00
Check box if the aggregate amount in row (9) excludes certain shares (See Instructions)
10

Percent of class represented by amount in row (9)
11
5.3 %

IN, HC

SCHEDULE 13G

Item 1.

Name of issuer:

(a) FRANKLIN COVEY CO

Address of issuer's principal executive offices:

(b) 2200 W PARKWAY BLVD, SALT LAKE CITY, UTAH, 84119-2331.

Item 2.

Name of person filing:

This statement is being jointly filed by and on behalf of Askeladden Capital Management, LLC, a Texas limited liability company ('Askeladden') and Samir Patel. The separately managed accounts on behalf of investment advisory clients ('Managed Accounts') of Askeladden are the record and direct beneficial owners of the securities covered by this statement. As the investment adviser to the Managed Accounts, Askeladden may be deemed to beneficially own the securities covered by this statement. Mr. Patel is the Member of, and may be deemed to beneficially own securities owned by, Askeladden. Each reporting person declares that neither the filing of this statement nor anything herein shall be construed as an admission that such person is, for the purposes of Section 13(d) or 13(g) of the Act or any other purpose, the beneficial owner of any securities covered by this statement. Each reporting person may be deemed to be a member of a group with respect to the issuer or securities of the issuer for the purposes of Section 13(d) or 13(g) of the Act. Each reporting person declares that neither the filing of this statement nor anything herein shall be construed as an admission that such person is, for the purposes of Section 13(d) or 13(g) of the Act or any other purpose, (i) acting (or has agreed or is agreeing to act together with any other person) as a partnership, limited partnership, syndicate, or other group for the purpose of acquiring, holding, or disposing of securities of the issuer or otherwise with respect to the issuer or any securities of the issuer or (ii) a member of any group with respect to the issuer or any securities of the issuer.

(a)

Address or principal business office or, if none, residence:

(b) 2200 W PARKWAY BLVD, SALT LAKE CITY, UTAH, 84119-2331

Citizenship:

(c) See Item 4 on the cover page(s) hereto.

Title of class of securities:

(d) Common Stock

CUSIP No.:

(e)

Item 3. If this statement is filed pursuant to §§ 240.13d-1(b) or 240.13d-2(b) or (c), check whether the person filing is a:

- (a) Broker or dealer registered under section 15 of the Act (15 U.S.C. 78o);
- (b) Bank as defined in section 3(a)(6) of the Act (15 U.S.C. 78c);
- (c) Insurance company as defined in section 3(a)(19) of the Act (15 U.S.C. 78c);
- (d) Investment company registered under section 8 of the Investment Company Act of 1940 (15 U.S.C. 80a-8);
- (e) An investment adviser in accordance with § 240.13d-1(b)(1)(ii)(E);
- (f) An employee benefit plan or endowment fund in accordance with § 240.13d-1(b)(1)(ii)(F);
- (g) A parent holding company or control person in accordance with § 240.13d-1(b)(1)(ii)(G);
- (h) A savings associations as defined in Section 3(b) of the Federal Deposit Insurance Act (12 U.S.C. 1813);
- (i) A church plan that is excluded from the definition of an investment company under section 3(c)(14) of the Investment Company Act of 1940 (15 U.S.C. 80a-3);
- A non-U.S. institution in accordance with § 240.13d-1(b)(1)(ii)(J). If filing as a non-U.S. institution in accordance with § 240.13d-1(b)(1)(ii)(J), please specify the type of institution:
- (j) Group, in accordance with Rule 240.13d-1(b)(1)(ii)(K).
- (k)

Item 4. Ownership

- (a) Amount beneficially owned:
See Item 9 on the cover page(s) hereto.
Percent of class:
- (b) The percentage calculated in Item 11 is based on 11,552,552 shares of Common Stock outstanding as of December 31, 2025, as reported in the Issuer's Quarterly Report on Form 10-Q for the quarter ended November 30th, 2025 and as filed with the SEC on January 9th, 2026. %
- (c) Number of shares as to which the person has:
- (i) Sole power to vote or to direct the vote:
See Item 5 on the cover page(s) hereto.
- (ii) Shared power to vote or to direct the vote:
See Item 6 on the cover page(s) hereto.
- (iii) Sole power to dispose or to direct the disposition of:
See Item 7 on the cover page(s) hereto.
- (iv) Shared power to dispose or to direct the disposition of:
See Item 8 on the cover page(s) hereto.

Item 5. Ownership of 5 Percent or Less of a Class.

Item 6. Ownership of more than 5 Percent on Behalf of Another Person.
Not Applicable

Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company or Control Person.
Not Applicable

Item 8. Identification and Classification of Members of the Group.
Not Applicable

Item 9. Notice of Dissolution of Group.
Not Applicable

Item 10. Certifications:

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were acquired and are held in the ordinary course of business and were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect, other than activities solely in connection with a nomination under § 240.14a-11.

SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

ASKELADDEN CAPITAL MANAGEMENT LLC

Signature: /s/ Samir Patel
Name/Title: Chief Compliance Officer
Date: 05/15/2026

Samir Patel

Signature: /s/ Samir Patel
Name/Title: Chief Compliance Officer
Date: 05/15/2026