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. FranklinCovey 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. FranklinCovey has more than 100 offices providing professional services in over 150 countries. For more information, visit www.franklincovey.com. Product and program catalogs can be requested by calling 1-800-331-7716 in the United States or by contacting your local representative outside the United States.

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TO OUR VALUED CLIENTS

For more than 30 years, FranklinCovey has been the world leader in helping organizations achieve results that require lasting changes in human behavior.

Our expertise extends to both organizations and individuals in seven crucial areas: leadership, execution, productivity, trust, sales performance, customer loyalty, and education.

Over our history, more than 150,000 client facilitators have become certified to facilitate in these content areas. These facilitators bring our content to life in their organizations, communities, schools, and families. We are grateful to each of you for your commitment to the principles of effectiveness we share.

Additionally, we’ve recently launched the FranklinCovey All Access Pass™—redefining how we do business with clients like you. The FranklinCovey All Access Pass gives you unlimited access to FranklinCovey content, tools, and resources, providing you the flexibility and nimbleness required to meet your learning and development challenges in an impactful and sustainable way, and at the very best value. You will notice this catalog indicates when a solution is included in the FranklinCovey All Access Pass. More information on these pass levels can be found on pages 4–7.

As always, thank you for being our champions. We truly appreciate your continued business and look forward to helping you achieve greatness in your organizations.

JAMES (JIMMY) McDERMOTT
Director, Client Facilitation Services
FranklinCovey
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FRANKLINCOVEY
ALL ACCESS PASS™

The FranklinCovey All Access Pass provides the ultimate flexibility for clients who intend to sustainably impact their organization’s performance. This one-year renewable pass allows unlimited access to FranklinCovey’s world-class courses, content, assessments, videos, tools, and digital assets.
FRANKLINCOVEY ALL ACCESS PASS™

Solve your business challenges with the flexibility of the FranklinCovey All Access Pass.

No matter your initiative or professional challenge, you can now have unlimited access to all of FranklinCovey’s world-class content, assessments, tools, and videos through the exclusive FranklinCovey All Access Pass.

ACHIEVE YOUR STRATEGIC INITIATIVES

It takes incredible discipline to execute a strategic initiative in any organization. But it takes even more discipline to do so again and again, especially when the end in mind is unclear. Only 15% of employees know their company’s top goals, and we know that managers frequently don’t know how to achieve them. This makes implementing organization-wide change difficult, but the FranklinCovey All Access Pass has the solutions to drive your vision forward.

We’ve helped organizations of every size worldwide achieve their business goals, including:

- Executing on your highest priorities
- Increasing customer loyalty and customer satisfaction
- Leading change effectively
- Retaining top talent
- Engaging efforts to focus on growth
- Improving market share
- Building healthy internal competition
- Increasing sales pipelines
- Closing performance gaps

DEVELOP YOUR LEADERS

Trust in leadership is at an all-time low, and we’re witnessing the erosion of passion in the workplace and wavering loyalty to the team. Without leaders who can connect the efforts of their employees to the critical objectives of the company, no organization can succeed.

Overcoming the problems of today’s leadership crisis requires a new approach, one that treats talented individuals as “whole people.” Leaders must engage the heart, mind, spirit, and body to captivate each person at their core. Leaders can’t simply lead—they must inspire.

Effective leaders create an environment where their teams find deep personal satisfaction through their successes, and focus on self-improvement along the way. Achieving greatness requires each individual to discover what motivates them to succeed—and it is excellent leadership that unlocks that potential.
Many organizations seek our proven leadership framework to help their leaders:
• Build business acumen
• Create a culture of effectiveness
• Become a high-trust leader
• Manage millennial teams
• Increase credibility
• Create clarity
• Transform core work processes
• Engage and inspire team members

BUILD SKILLS AND CAPABILITIES

The reality is that your needs and those of your workers change all the time. In fact, the areas for improvement you see today may not be as pressing as other needs just a few months from now.

That’s why we’ve crafted the FranklinCovey All Access Pass to assist you in implementing sustainable success for the long haul. This pass is built around specific business-related needs, and it will help you solve many of the skill gaps that you have today as well as those you will uncover tomorrow.

Individuals in any role can find the skills and capability training they need, including:
• Delivering quality projects to meet business needs
• Increasing personal effectiveness and productivity
• Becoming a high-trust individual
• Making meetings count
• Improving written communication
• Navigating the workplace
• Improving presentation skills
• Listening with empathy
FRANKLINCOVEY ALL ACCESS PASS™

FranklinCovey All Access Pass Options

PERSONAL EFFECTIVENESS PASS (PEP)

Provides the essential skills and capabilities your workforce needs to drive your initiatives forward. Solutions include The 7 Habits of Highly Effective People®, The 5 Choices to Extraordinary Productivity®, and Project Management Essentials for the Unofficial Project Manager®.

ALL ACCESS PASS (AAP)

Our most popular pass provides access to everything in the Personal Effectiveness Pass, plus additional content. Solutions include Leading at the Speed of Trust®, Speed of Trust® Foundations, Leadership: Great Leaders, Great Teams, Great Results®, and our Leadership Modular Series™.

ALL ACCESS PASS PLUS (AAP+)

Gain access to our complete portfolio of content and resources. It includes everything in the All Access Pass plus additional assets including The 4 Disciplines of Execution®, Leading Customer Loyalty™, and Helping Clients Succeed®: Filling Your Pipeline®.

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All FranklinCovey All Access Passes include:

- Downloadable Participant Materials
- Virtual Certifications for Passholders
- Downloadable Facilitator PowerPoints®
- Downloadable Facilitator Guides and Materials
- Facilitator Webinar Licenses (quantity varies)
PASSHOLDER PRICING AVAILABLE FOR:
- Pre-packaged participant materials
- Pre-packaged facilitator materials
- Books
- FranklinCovey consultant fees
- Custom solution design
- LMS integration services

CONTENT AREAS
Whenever you see the tag “PASS LEVEL” under a product description in this catalog, it indicates pass option content availability.

LEADING CUSTOMER LOYALTY™

MANAGER KIT SKU# 77454

Unlike other customer-service training courses, Leading Customer Loyalty transforms frontline managers from the inside out, and teaches them how to model, teach, and reinforce three principles (empathy, responsibility, and generosity) and six critical practices needed for earning loyalty. Managers leave with a detailed plan to lead 11 short team huddles over the coming weeks to engage their teams to win the heart of every customer.

Includes Leaders Guide, Scenario Cards, Practice Cards, and It’s Who You Are booklet.

Also included, but not pictured: 11 FranklinCovey Excelerators® and 7 FranklinCovey Insights™ videos.

LIVE IN-PERSON LIVE ONLINE

PASS LEVEL PEP AAP AAP+

LEADING CUSTOMER LOYALTY™

ASSOCIATE KIT SKU# 77455

Designed to be utilized by frontline managers in their team huddle sessions. Frontline employees will learn how to make genuine human connections, communicate with empathy, improve and resolve concerns, and share best thinking and ideas.

Includes Practice Cards and It’s Who You Are booklet.

Also included, but not pictured: 11 FranklinCovey Excelerators® and 7 FranklinCovey Insights™ videos.

LIVE IN-PERSON LIVE ONLINE

PASS LEVEL PEP AAP AAP+

Attend an Event
Join us for a complimentary 30-minute webcast to learn the benefits of implementing the FranklinCovey All Access Pass in your organization. To register, visit www.franklincovey.com/allaccess.
LEADERSHIP

FranklinCovey’s Leadership Practice develops leaders at three levels: personal “lead myself,” team “lead my team,” and organization-wide “leader of leaders.” At each of these levels, we focus both on character — helping leaders model personal effectiveness, build trust with all stakeholders, and expand their Circle of Influence — and on competence — the ability to engage others to execute with excellence and deliver sustained superior results.
THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE®: SIGNATURE EDITION 4.0

PARTICIPANT KIT  SKU#  76875

Renowned as the world’s premier personal-development offering, The 7 Habits of Highly Effective People: Signature Edition 4.0 work session sets the foundation for professional effectiveness—increasing productivity, restoring balance, and developing greater maturity and responsibility.

Includes participant guidebook, Practice Cards, Skill Cards, Big Rocks tool, Talking Stick, and 7 X 7 Contract. Also included, but not pictured: 360° Assessment and Living the 7 Habits™ app.

LIVE IN-PERSON  LIVE ONLINE

PASS LEVEL  PEP  AAP  AAP+

7 HABITS LEADER IMPLEMENTATION: COACHING YOUR TEAM TO HIGHER PERFORMANCE

PARTICIPANT KIT  SKU#  76872

This work session is designed to help leaders create a high-performance team by implementing The 7 Habits of Highly Effective People. Leaders will learn a proven three-step implementation process, receive a set of practical tools to help them coach their team to effectiveness, and a series of videos and study guides they can use with their team to reinforce learning.

Includes participant guidebook, Practice Cards, and The 7 Habits of Highly Effective People book. Also included, but not pictured: 360° Assessment and Living the 7 Habits™ app.

LIVE IN-PERSON  LIVE ONLINE

PASS LEVEL  PEP  AAP  AAP+
THE 7 HABITS FOR MANAGERS®: ESSENTIAL SKILLS AND TOOLS FOR LEADING TEAMS

PARTICIPANT KIT SKU# 77189

Equips team leaders to effectively lead a team of people by first focusing on who a manager IS, then what a manager DOES. Its uniqueness is the lens of the 7 Habits framework—and the way it applies new mindsets, skills, and useful tools towards becoming a great team leader who can consistently deliver results.

Includes participant guidebook, Management Essentials book, audio CD, and online tools.

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THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE®: FOUNDATIONS

PARTICIPANT KIT SKU# 77145

Empowers frontline associates with new knowledge, skills, and tools to confront issues, work as a team, increase accountability, and raise the bar on what they can achieve.

Includes participant guidebook, 21-Day Contract, and Summary Cards. Also included, but not pictured: Living the 7 Habits™ app.

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INTRODUCTION TO THE 7 HABITS® FOR HEALTHCARE

PARTICIPANT KIT  SKU# KE7HIHCPART

While all organizations encounter challenges, healthcare professionals are faced with the unique challenges of balancing expert care for their patients and running a business. Help your employees learn to apply the 7 Habits and take your healthcare organization to a higher level of service and excellence.

Includes participant guidebook.
Also included, but not pictured: sample planner.

LIVE IN-PERSON
THE 7 HABITS OF SUCCESSFUL FAMILIES®

PARTICIPANT GUIDEBOOKSKU# 76231

This engaging family-strengthening work session has proven successful with all kinds of families because it uses a self-discovery and adult-learner approach. Families learn new ways of thinking, new skills, new attitudes, and the commitment to make their family successful.

LIVE IN-PERSON

THE 8 HABITS OF A SUCCESSFUL MARRIAGE™

PARTICIPANT GUIDEBOOKSKU# 75031

Successful marriages produce improved well-being for all family members, better performance for children in school, improved professional success, and dramatically lowers abuse rates. Provide family members with the tools they need to build a happy and healthy marriage.

LIVE IN-PERSON
### LEADERSHIP FOUNDATIONS™

**PARTICIPANT KIT**

SKU# 75377

Prepares high-potential individuals, project leaders, and informal leaders to take on significant leadership roles and responsibilities.

Includes participant guidebook, eTools CD, and implementation handbook. 
Also included, but not pictured: pocket card.

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### LEADERSHIP: GREAT LEADERS, GREAT TEAMS, GREAT RESULTS®

**PARTICIPANT KIT**

SKU# KELDP

Equips your leaders and managers with the mindset, skillset, and toolset necessary to unleash the talent and capability of their teams to achieve your organization’s highest priorities.

Includes participant guidebook, leadership contract, and Leadership Essentials book. 
Also included, but not pictured: Leadership Puzzle, Whole-Person Pocket Card, eTools CD, participant DVD, and 360° LQ (Leadership Quotient) Assessment.

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THE 4 IMPERATIVES OF GREAT LEADERS*  

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<td>Help your leaders gain the ability to inspire trust, as well as the knowledge to identify and address the four chronic problems that undermine success. Leaders will learn how to create an environment where productivity and creativity thrive. They’ll learn how to respond positively to team feedback, dramatically improve team relationships, and to adeptly—and positively—use accountability in the drive towards excellence.</td>
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LEADERSHIP MODULAR SERIES: 
INSPIRING TRUST*  

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<td>Leaders learn that trust begins with them. They leave this work session with a renewed commitment to become more credible and extend trust to others. They’ll learn to do the real work of identifying and closing the trust gaps that exist in their organization.</td>
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LEADERSHIP MODULAR SERIES: CLARIFYING YOUR TEAM’S PURPOSE AND STRATEGY®

PARTICIPANT KIT SKU# 75558

This powerful work session helps leaders understand that clarity at every level is critical to an organization’s success. They gain a clear understanding of their own purpose and how their job fits into the organization’s strategy and mission. Participants learn how to create a crystal-clear plan of action for achieving team goals as they relate to the organization’s mission and financial success.

Includes participant guidebook, participant DVD, eTools CD, and 21-Day Challenge.

LIVE IN-PERSON  LIVE ONLINE

PASS LEVEL       PEP       AAP       AAP+

LEADERSHIP MODULAR SERIES: BUILDING PROCESS EXCELLENCE®

PARTICIPANT KIT SKU# 76498

This work session delivers the knowledge and tools for transforming good processes into great processes. The ability to achieve goals depends on the quality of the systems and steps used to achieve them. The Building Process Excellence program helps leaders understand how great systems operate and how they enable systematic, predictable results.

Includes participant guidebook, participant DVD, eTools CD, and 21-Day Challenge.

LIVE IN-PERSON  LIVE ONLINE

PASS LEVEL       PEP       AAP       AAP+
### LEADERSHIP MODULAR SERIES: UNLEASHING TALENT*

**PARTICIPANT KIT**  SKU# 75561

To unleash this new generation’s talent, leaders must have a new mindset, skillset, and toolset. Compared to previous generations, the knowledge-worker generation represents a fundamental shift in individual mindsets and motivations. Leaders who can effectively tap into their employees’ most valuable talents and abilities will witness extraordinary results from happier, more engaged co-workers.

Includes participant guidebook, participant DVD, eTools CD, 21-Day Challenge, and Talent Cards.

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### LEADERSHIP MODULAR SERIES: LEADING ACROSS GENERATIONS*

**PARTICIPANT KIT**  SKU# 76848

Leaders receive a profound understanding of the differences between generations and the contributions each can make in the workplace. Great leaders don’t just understand the differences, they also recognize the importance of putting those differences to work in finding more creative solutions to problems; fostering robust, productive dialogue; and engaging team members in making their highest and best contributions.


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WHAT THE CEO WANTS YOU TO KNOW: BUILDING BUSINESS ACUMEN™

PARTICIPANT KIT  SKU# KECEOPART

Demystifies complex financial terms for nonfinancial associates so they can better understand how to impact their organization’s money-making model.

*Includes participant guidebook, eTools CD, and job aids. Also included, but not pictured: What the CEO Wants You to Know book.*

LIVE IN-PERSON  LIVE ONLINE

PASS LEVEL  PEP  AAP  AAP+

CHAMPIONING DIVERSITY™: A PROACTIVE APPROACH TO WORKPLACE DIVERSITY

PARTICIPANT KIT  SKU# 76301

Helps participants discover the importance of a diverse workforce, challenge unproductive beliefs and stereotypes, and recognize the value of each team member’s contribution.

*Includes participant guidebook, eTools CD, and Championing Commitment pocket card.*
MILLENNIALS@WORK

PARTICIPANT KIT SKU# 76945

Millennials perhaps have even more going for them than previous generations, but they need to be prepared with workplace skills (skills they were never taught) that will enable them to put that potential to use. Help your Millennial employees develop seven critical skills that will allow them to find purpose in their work and take your organization to the next level.

Includes participant guidebook, summary card, and pen. Also included, but not pictured: Millennials@Work book.

LIVE IN-PERSON LIVE ONLINE

PASS LEVEL PEP AAP AAP+

MANAGING MILLENNIALS

PARTICIPANT KIT SKU# 76943

Millennials value their relationships with their leaders even more than previous generations. See why the next generation is different and how to handle the flood of younger employees in the workplace. This program offers specific skills that managers at any level can use to improve the effectiveness of their changing workforce.

Includes participant guidebook, summary card, and pen.

LIVE IN-PERSON LIVE ONLINE

PASS LEVEL PEP AAP AAP+
LEADERS@CHANGE

PARTICIPANT KIT  
SKU# 77514

Leaders@Change is designed to help leaders successfully guide their teams through change as they accelerate the results of change initiatives in their organizations. It introduces the change model to help leaders dynamically diagnose where they and their team members are with respect to change.

Includes participant guidebook, Quick Reference Guide, and practice cards.

LIVE IN-PERSON

PASS LEVEL  
PEP  AAP  AAP+

THE CHANGE ELEMENT

PARTICIPANT KIT  
SKU# 77334

Companies don’t change, people do. When you give everyone in your organization the tools to change, your whole organization can move faster than ever before. In a world of ever-accelerating change, your ability to change can turn into a competitive advantage.

Includes participant guidebook and summary card.

LIVE IN-PERSON
THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE®: SIGNATURE EDITION 4.0

FACILITATOR KIT SKU# 77300
PROGRAM DVD (NOT PICTURED) SKU# 76852
Includes two- and three-day facilitator guides, flash drive, resource DVDs, and facilitator DVD.

7 HABITS LEADER IMPLEMENTATION: COACHING YOUR TEAM TO HIGHER PERFORMANCE

FACILITATOR KIT SKU# 76877
Includes facilitator guide, resource DVD, flash drive, and Practice Cards.

THE 7 HABITS FOR MANAGERS®: ESSENTIAL SKILLS AND TOOLS FOR LEADING TEAMS

FACILITATOR KIT SKU# 77268
Includes facilitator guide, flash drive, and resource DVDs.
THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE*: FOUNDATIONS

FACILITATOR KIT SKU# 76988
PROGRAM DVD (NOT PICTURED) SKU# 76990

Includes facilitator guide, flash drive, and resource DVD.

THE 7 HABITS MAXIMIZER*

FACILITATOR KIT SKU# 74847

Includes facilitator guide, PowerPoint® CD, program DVD, activity cards, and participant guidebook.
Also included, but not pictured: Work Matters booklet and facilitator bag.

INTRODUCTION TO THE 7 HABITS* FOR HEALTHCARE

FACILITATOR KIT SKU# 74015

Includes facilitator guide, PowerPoint® CD, program DVD, and resource DVDs.
Also included, but not pictured: Classic sample planner.
THE 7 HABITS OF SUCCESSFUL FAMILIES®

FACILITATOR KIT  SKU# 76616
Includes facilitator guide, program DVD, resource DVD, and flash drive.

THE 8 HABITS OF A SUCCESSFUL MARRIAGE™

FACILITATOR KIT  SKU# 77351
Includes facilitator guide, calendar, PowerPoint® CD, and program DVD.
Also included, but not pictured: facilitator bag.

LEADERSHIP: GREAT LEADERS, GREAT TEAMS, GREAT RESULTS®

FACILITATOR KIT  SKU# 76646
PROGRAM DVD (NOT PICTURED)  SKU# 76495
Includes facilitator guide, resource DVDs, and flash drive.
Also included, but not pictured: Leadership Puzzle.
LEADERSHIP FOUNDATIONS™

FACILITATOR KIT  SKU#  77410
PROGRAM DVD (NOT PICTURED)  SKU#  75161

Includes facilitator guide, PowerPoint® CD, and resource DVD. Also included, but not pictured: poster set.

LEADERSHIP MODULAR SERIES:
THE 4 IMPERATIVES OF GREAT LEADERS®

FACILITATOR KIT  SKU#  75502

Includes facilitator guide, PowerPoint® CD, program DVD, and The 8th Habit book. Also included, but not pictured: LQ sample report and 360° LQ (Leadership Quotient) Assessment.

LEADERSHIP MODULAR SERIES:
INSPIRING TRUST®

FACILITATOR KIT  SKU#  76532

Includes facilitator guide, PowerPoint® CD, program DVD, and The Speed of Trust book.
LEADERSHIP MODULAR SERIES: UNLEASHING TALENT®

FACILITATOR KIT  SKU# 75522
Includes facilitator guide, PowerPoint® CD, program DVD, and The 8th Habit book.

LEADERSHIP MODULAR SERIES: BUILDING PROCESS EXCELLENCE®

FACILITATOR KIT  SKU# 76496
Includes facilitator guide, PowerPoint® CD, and program DVD.
LEADERSHIP MODULAR SERIES: LEADING ACROSS GENERATIONS®

FACILITATOR KIT  SKU# 76755
Includes facilitator guide, PowerPoint® CD, program DVD, and Sticking Points book.

WHAT THE CEO WANTS YOU TO KNOW: BUILDING BUSINESS ACUMEN™

FACILITATOR KIT  SKU# 77511
Includes facilitator guide and PowerPoint® CD.

CHAMPIONING DIVERSITY: A PROACTIVE APPROACH TO WORKPLACE DIVERSITY™

FACILITATOR KIT  SKU# 76666
Includes facilitator guide, PowerPoint® CD, program DVD, and The Eye of the Storm DVD.
**THE CHANGE ELEMENT**

**FACILITATOR KIT**  SKU# 77335

Includes facilitator guide, summary card, and resource/program DVD.

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**MANAGING MILLENNIALS**

**FACILITATOR KIT**  SKU# 77336

Includes facilitator guide, summary card, and pen. Also included, but not pictured: game cards, resource/program DVD, and Millennials@Work book.

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**MILLENNIALS@WORK**

**FACILITATOR KIT**  SKU# 77337

Includes facilitator guide, summary card, and pen. Also included, but not pictured: game cards, resource/program DVD, and Millennials@Work book.
LEADERS@CHANGE

FACILITATOR KIT

SKU#  77517

Includes facilitator guide.
EXECUTION

FranklinCovey’s Execution methodology helps leaders establish clarity, focus, and accountability around critical strategic objectives in the midst of competing daily urgencies.
THE 4 DISCIPLINES OF EXECUTION®: MANAGER CERTIFICATION

PARTICIPANT KIT SKU# 76408

This organization-wide transformation process teaches and sustains the behaviors necessary to execute the most important goals. It ensures that managers and employees identify and execute their highest priorities through focusing on the Wildly Important Goals, translating top goals into specific actions, creating a compelling scoreboard, and holding each other accountable.

Includes participant guidebook, eTool kit, notebook, audio CD, resource CD, program DVD, The 4 Disciplines of Execution book, highlighter, and pen.

LIVE IN-PERSON

THE 4 DISCIPLINES OF EXECUTION® OPERATING SYSTEM

SKU# PASS4D

The 4 Disciplines of Execution Operating System is an online tool designed as a self-paced approach for application of The 4 Disciplines of Execution. Each discipline can be accessed at four levels—Learn, Apply, Facilitate, and Create—allowing for easier implementation of the 4 Disciplines solution.

PASS LEVEL PEP AAP AAP+
PRODUCTIVITY

FranklinCovey’s Productivity Practice equips individuals, teams, and organizations to consistently make intentional, high-value decisions and execute on high-impact goals and projects with excellence in the midst of unlimited choices, demands, and distractions.
THE 5 CHOICES TO EXTRAORDINARY PRODUCTIVITY®

PARTICIPANT KITS
MICROSOFT® OUTLOOK® EDITION SKU# 77327
MICROSOFT® OUTLOOK® FOR MAC EDITION SKU# 77258
IBM® LOTUS NOTES® EDITION SKU# 77256
GOOGLE® EDITION SKU# 77257

Learn to make high-value decisions using the 21st century time management skills of decision, attention, and energy management, combined with powerful planning processes.

Includes participant guidebook, eTools DVD, technical guide, and pen.

LIVE IN-PERSON LIVE ONLINE ON DEMAND
PASS LEVEL PEP AAP AAP+

PROJECT MANAGEMENT ESSENTIALS FOR THE UNOFFICIAL PROJECT MANAGER®

PARTICIPANT KIT SKU# 77423

Learn a four-step process for skillfully managing projects, large or small. This proven approach helps project managers and their teams craft and deliver high-quality projects on time and within budget.

Includes participant guidebook, card set, flash drive, colored pens, and sticky notes.

LIVE IN-PERSON LIVE ONLINE
PASS LEVEL PEP AAP AAP+
### MEETING ADVANTAGE™

**PARTICIPANT KIT**  
SKU# KEMAPNEW

Learn how to run effective meetings by frontloading before the meeting, focusing productively during the meeting, and following through successfully after the meeting.


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### PRESENTATION ADVANTAGE®

**PARTICIPANT KIT**  
SKU# 76968

Discover how to craft presentations around essential objectives, present key concepts and ideas with power and enthusiasm, and design and present effective visuals.

*Includes participant guidebook, card set, sticky notes, colored pens, and SD card with eTools.*

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PARTICIPANT KIT  SKU# 75284  

Helps participants learn to address and understand what is causing them stress, and provides strategies to cope with the increasing pressures of a high-demand world.

Includes participant guidebook, audio CD, 31-day sample planner, reference guide, and The Breakthrough Factor book.

Also included, but not pictured: Needs Wheel Assessment.

LIVE IN-PERSON
THE 5 CHOICES TO EXTRAORDINARY PRODUCTIVITY®

FACILITATOR KIT SKU# 77426
PROGRAM DVD (NOT PICTURED) SKU# 77427

Includes one- and two-day facilitator guides, resource DVD, and flash drive.

PROJECT MANAGEMENT ESSENTIALS FOR THE UNOFFICIAL PROJECT MANAGER®

FACILITATOR KIT SKU# 77244

Includes facilitator guide, program DVD, flash drive, and resource DVD.

PRESENTATION ADVANTAGE®

FACILITATOR KIT SKU# 76651

Includes one- and two-day facilitator guide, program DVD, resource DVD, multi-card reader, and flash drive.
RETHINKING STRESS™
FACILITATOR KIT  SKU#  73653
Includes facilitator guide, PowerPoint® CD, and program DVD. Also included, but not pictured: sample planner, stress dots, and facilitator bag.

MEETING ADVANTAGE™
FACILITATOR KIT  SKU#  77415
Includes facilitator guide, PowerPoint® CD, and resource DVD.

WRITING ADVANTAGE®
FACILITATOR KIT  SKU#  76650
Includes facilitator guide, PowerPoint® CD, and resource DVD. Also included, but not pictured: FranklinCovey Style Guide, and facilitator bag.
TRUST

Trust is more than a soft social virtue—it’s a measurable strategic advantage driven by specific, learnable behaviors. FranklinCovey’s Speed of Trust Practice has developed a proven process that creates a high-trust culture of collaboration and engagement, leading to increased speed and lower costs.
LEADING AT THE SPEED OF TRUST®

PARTICIPANT KIT  SKU# 77390

Helps your leaders identify and close trust gaps that exist in your organization. As a result of attending this work session, participants will be able to better manage change and lead high-performing teams that are agile, collaborative, innovative, and engaged.


LIVE IN-PERSON  LIVE ONLINE

PASS LEVEL  PEP  AAP  AAP+

SPEED OF TRUST® FOUNDATIONS

PARTICIPANT KIT  SKU# 77391

Helps individual contributors communicate transparently with peers and managers, improve their track record of keeping commitments, focus on improving internal “customer service” with the others who depend on their work, and much more.

Includes participant guidebook, Speed of Trust Action Cards, Trust Glasses, Team Action Plan forms, and The Speed of Trust book.

LIVE IN-PERSON  LIVE ONLINE

PASS LEVEL  PEP  AAP  AAP+
MEETING IN A BOX® FOR THE FRONT LINE

PARTICIPANT KIT SKU# 77279

This interactive, leader-led discovery experience helps you guide a discussion about creating greater trust with your team.

Includes self-assessment and Trust Action Cards.

LIVE IN-PERSON

THE SPEED OF TRUST® BUSINESS SIMULATION

PARTICIPANT KIT SKU# 76066

Uses traditional “gaming” elements—including a board, dice, and surprise events—to create a fun and disarming approach to a serious business topic.


LIVE IN-PERSON
**LEADING AT THE SPEED OF TRUST®**

- **FACILITATOR KIT** SKU# 77179
- **PROGRAM DVD (NOT PICTURED)** SKU# 77180

Includes facilitator guide, flash drive, and resource DVD’s.

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**SPEED OF TRUST® FOUNDATIONS**

- **FACILITATOR KIT** SKU# 77182
- **PROGRAM DVD (NOT PICTURED)** SKU# 77183

Includes facilitator guide, flash drive, and resource DVD.

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**THE SPEED OF TRUST® BUSINESS SIMULATION**

- **GAME KIT** SKU# 75905
- **FACILITATOR KIT (NOT PICTURED)** SKU# 75947

Game Kit includes game bag, game board, game pieces, and Trustopedia.

Facilitator Kit includes facilitator guide, The 4 Cores of Credibility Self-Assessment, and PowerPoint® CD.
CULTURECARE: BUILDING TRUST AND COLLABORATION FOR A SUPERIOR PATIENT EXPERIENCE

SKU# Intellectual Property License

CultureCare fills a critical need for today’s healthcare organization trying to navigate through tremendous change. Not a training program, CultureCare is a four-phase transformation process creating a high-trust, collaborative hospital culture. CultureCare produces transformational results such as lower costs, increased efficiency, safer transitions, increased employee engagement, decreased hospital readmissions, fewer errors, and increased patient-satisfaction scores.
SALES PERFORMANCE

FranklinCovey’s Sales Performance Practice has a simple philosophy: the more you focus on helping clients succeed, the more you will succeed. With the Helping Clients Succeed® sales methodology, buyers get the solutions they need in a way they feel good about, while salespeople are able to shorten their sales cycles, grow their accounts, close more deals, improve margins, and win more loyal clients.
HELPING CLIENTS SUCCEED*: FILLING YOUR PIPELINE®

PARTICIPANT KIT SKU# 77404

Provide your sales teams with new and effective alternatives to prospecting, and the tools to create and advance profitable opportunities that help clients succeed.

Includes participant guidebook, flash drive, practice cards, and pen. Also included, but not pictured: participant DVD.

LIVE IN-PERSON LIVE ONLINE

PASS LEVEL PEP AAP AAP+

HELPING CLIENTS SUCCEED*: QUALIFYING OPPORTUNITIES™

PARTICIPANT KIT SKU# 77405

Help your salespeople learn how to break down the dysfunctions in the selling/buying process and “get real” with trustworthy communication and disciplined business thinking. FranklinCovey’s unique methodology provides the strategies, tools, critical thinking, and communication skills to transform salespeople into trusted business advisors. Through skilled inquiry they will produce mutual understanding about the client’s values and needs.

Includes Move Off the Solution/Gaining Access Cards, practice cards, Key Learnings Journal, flash drive, and pen.

LIVE IN-PERSON LIVE ONLINE
HELPING CLIENTS SUCCEED®: CLOSING THE SALE™

PARTICIPANT KIT  SKU#  77448

Provide your sales team with the skills and tools to increase their win rates by enabling their customers to make good decisions that benefit both the buyer and the seller.

*Includes participant guidebook, 12-Week Playbook, flash drive, Closing book, practice cards, and pen.

LIVE IN-PERSON  LIVE ONLINE
HELPING CLIENTS SUCCEED®: FILLING YOUR PIPELINE®

FACILITATOR KIT SKU# 77407
Includes facilitator guide, resource DVD, program DVD, and flash drive.

HELPING CLIENTS SUCCEED®: QUALIFYING OPPORTUNITIES™

FACILITATOR KIT SKU# 77408
Includes facilitator guide, resource DVD, program DVD, and flash drive.

HELPING CLIENTS SUCCEED®: CLOSING THE SALE™

FACILITATOR KIT SKU# 77409
Includes facilitator guide, program DVD, resource DVD, and flash drive.
CUSTOMER LOYALTY

FranklinCovey’s Customer Loyalty Practice helps retail chains and other multi-unit operators drive faster revenue and profit growth through increased customer and employee loyalty. Partnering with Fred Reichheld, loyalty expert, creator of the Net Promoter System℠ (NPS℠), and best-selling author, we help organizations measure and improve customer and employee loyalty through accurate metrics and world-class training and consulting.
LEADING CUSTOMER LOYALTY™

MANAGER KIT SKU# 77454

Unlike other customer-service training courses, Leading Customer Loyalty transforms frontline managers from the inside out, and teaches them how to model, teach, and reinforce three principles (empathy, responsibility, and generosity) and six critical practices needed for earning loyalty. Managers leave with a detailed plan to lead 11 short team huddles over the coming weeks to engage their teams to win the heart of every customer.

Includes Leaders Guide, Scenario Cards, Practice Cards, and It’s Who You Are booklet.
Also included, but not pictured: 11 FranklinCovey Excelerators® and 7 FranklinCovey Insights™ videos.

LIVE IN-PERSON LIVE ONLINE

PASS LEVEL PEP AAP AAP+

LEADING CUSTOMER LOYALTY™

ASSOCIATE KIT SKU# 77455

Designed to be utilized by frontline managers in their team huddle sessions. Frontline employees will learn how to make genuine human connections, communicate with empathy, improve and resolve concerns, and share best thinking and ideas.

Includes Practice Cards and It’s Who You Are booklet.
Also included, but not pictured: 11 FranklinCovey Excelerators® and 7 FranklinCovey Insights™ videos.

LIVE IN-PERSON LIVE ONLINE

PASS LEVEL PEP AAP AAP+
THE 7 HABITS® OF OUTSTANDING CUSTOMER SERVICE

PARTICIPANT KIT  SKU# Custom

Inspire your frontline employees to serve customers in ways that will delight them and increase their loyalty to your organization. Loyalty is an emotional relationship. Loyal customers don’t just like you, they love you. We believe the attitudes and behaviors of your frontline employees are by far the most important ingredients in delighting customers. This work session trains employees from the inside-out how to delight a much higher percentage of their customers.

Includes participant guidebook and pocket card.

LIVE IN-PERSON
### LEADING CUSTOMER LOYALTY™

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Includes facilitator guide, flash drive, and resource DVD.

### THE 7 HABITS® OF OUTSTANDING CUSTOMER SERVICE

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Includes facilitator guide, program DVD, flash drive, *The 7 Habits of Highly Effective People* book, and *The Ultimate Question 2.0* book.
EMPLOYEE LOYALTY AND ENGAGEMENT (ELE) SOLUTION

SURVEY SKU# Custom

The FranklinCovey ELE helps organizations measure and improve employee loyalty and engagement towards their most important goals. The process begins with a brief Web survey for employees followed by bottom-up action planning to drive organizational change. Organizations want passionate, loyal employees who do their jobs more effectively and with more heart. The ELE solution helps build a culture where employees feel like valued members of a winning team, pursuing an important mission. Doing so increases their loyalty to your organization and their willingness to recommend it to their friends.

NET PROMOTER SYSTEM℠ PHONE/EMAIL SURVEYS AND IMPROVEMENT PROCESS

SURVEY SKU# Custom

FranklinCovey begins by insuring you have an accurate and reliable measurement of the customer service provided across your organization. We typically use a high co-op rate phone survey to capture a representative sample of all customer attitudes combined with email surveys to give every customer a voice. Results are reported in a simple, meaningful way at all levels of your organization through a customized Web portal. Frontline managers can see their scores and trends, read customer comments, call back unhappy customers, and take action to delight a higher percentage of customers.
EDUCATION

For nearly three decades, FranklinCovey’s Education Practice has been one of the world’s most prominent and trusted providers of educational leadership programs and transformational processes. FranklinCovey’s programs, books, and content have been utilized by thousands of public and private primary, secondary, and post-secondary schools and institutions, including educational service centers and vocational schools in all 50 states within the United States, and in over 150 countries.
THE 7 HABITS OF HIGHLY EFFECTIVE TEENS®—ULTIMATE ACTIVITY GUIDE

PARTICIPANT GUIDEBOOK SKU# 75278

This guidebook is filled with activities and exercises that are perfect for a year-long or semester course.

LIVE IN-PERSON

THE 7 HABITS OF HIGHLY EFFECTIVE TEENS®—SUCCESS GUIDE

PARTICIPANT GUIDEBOOK SKU# 75121

Helps students boost self-image, build friendships, resist peer pressure, achieve goals, improve communication and relationships with parent(s), and much more.

LIVE IN-PERSON
THE CHOICE IS YOURS®

STUDENT GUIDE        SKU# 75567
ANNOTATED TEACHER EDITION        SKU# 75568

A series of five-minute activities designed to help students learn and internalize the 7 Habits. This guide is simple enough to be completed by students in a self-directed manner or with teacher instruction.

LIVE IN-PERSON

THE DECISION IS YOURS®: THE 6 MOST IMPORTANT DECISIONS YOU’LL EVER MAKE

STUDENT GUIDE        SKU# 75391
ANNOTATED TEACHER EDITION        SKU# 75392

A series of activities to help students understand the impact of their decisions in relation to school, friends, parents, dating, addictions, and self-worth.

LIVE IN-PERSON
INTRODUCTION TO THE 7 HABITS® OF HIGHLY EFFECTIVE COLLEGE STUDENTS

PARTICIPANT GUIDEBOOK  SKU# 74522

Contains eight hours of instructional material, ideal for teaching in a one-day or modular format. Facilitators lead through instruction, multimedia, and activities, providing students with a comfortable forum in which to reflect individually, apply the content, and get to know each other.

LIVE IN-PERSON

THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE®—PERSONAL LEADERSHIP FOR COLLEGE STUDENTS

PARTICIPANT GUIDEBOOK  SKU# 74966

Helps college students learn the habits that lead to success in their academic and personal lives by discovering their personal mission, setting goals, prioritizing tasks, and teaming with others.

LIVE IN-PERSON
THE 7 HABITS® OF HIGHLY EFFECTIVE COLLEGE STUDENTS—SUCCEEDING IN COLLEGE...AND IN LIFE

TEXTBOOK  SKU# 77006

The 7 Habits is more than a program to help first-year and transitional students stay in college and succeed. It’s for all students—anyone who wants to be effective in school, at work, and in life.

THE 5 CHOICES TO EXTRAORDINARY PRODUCTIVITY® COLLEGIATE EDITION

PARTICIPANT KIT  SKU# 76835

Students learn to make high-value decisions using the 21st century time management skills of decision, attention, and energy management, combined with powerful planning processes to help them be successful in college.

Includes participant guidebook, technical guide, and eTools DVD.
**THE 7 HABITS OF HIGHLY EFFECTIVE TEENS®**

**FACILITATOR KIT**  
SKU# 74877

Includes facilitator guide, PowerPoint® CD, Ultimate Activity Guide, facilitator guide, program DVDs, resource DVD, audio CDs, and The 7 Habits of Highly Effective Teens book. Also included, but not pictured: activity materials and poster set.

**INTRODUCTION TO THE 7 HABITS® OF HIGHLY EFFECTIVE COLLEGE STUDENTS**

**ANNOTATED TEACHER’S EDITION**  
SKU# 77416

Includes facilitator guide. Also included, but not pictured: PowerPoint® CD and program DVD.

**THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE®—PERSONAL LEADERSHIP FOR COLLEGE STUDENTS (3.0 SIGNATURE FACILITATOR KIT)**

**FACILITATOR KIT**  
SKU# 76615

**PROGRAM DVD (NOT PICTURED)**  
SKU# 76289

Includes a facilitator guide, resource DVD, and flash drive.
THE 5 CHOICES TO EXTRAORDINARY PRODUCTIVITY® COLLEGIATE EDITION

FACILITATOR KIT SKU# 76839
Includes flash drive.

THE LEADER IN ME®

The Leader in Me is a whole-school transformation model—developed in partnership with educators—that empowers students with the leadership and life skills they need to thrive in the 21st century.

It is based on secular principles and practices of personal, interpersonal, and organizational effectiveness, and on the premise that every child possesses unique strengths and has the ability to be a leader. It integrates leadership development into existing school programs, curricula, and traditions and serves as a foundational operating system for the school, improving relationships, transforming culture, and highly motivating staff members and students. Students learn how to become self-reliant, take initiative, set and track goals, do their homework, prioritize their time, manage their emotions, improve interpersonal skills, resolve conflicts and interact well with others. They develop the skills and self-confidence they need to lead their lives and succeed in school and beyond.

The Leader in Me impacts school staff, students, families, and the greater community. This inside-out approach is a key ingredient to successfully creating positive change in a school.

To partner with FranklinCovey to bring The Leader in Me to schools in your community visit www.TheLeaderInMe.org.
GOVERNMENT

FranklinCovey Government Services is dedicated to tailoring custom solutions to all branches of the military, federal agencies, state/local agencies, and law enforcement. We help organizations in the public sector achieve mission-critical objectives in both culture-change initiatives and leadership competencies through timeless principles of effectiveness.
LEADERSHIP: GREAT LEADERS, GREAT TEAMS, GREAT RESULTS® FOR THE PUBLIC SECTOR

PARTICIPANT KIT SKU# 75310

Equip your leaders and managers with the mindset, skillset, and toolset necessary to unleash the talent and capability of their teams to achieve your organization’s highest priorities.

Includes participant guidebook, pocket card, and Leadership Essentials book.
Also included, but not pictured: eTools CD, Leadership Puzzle, and 360° LQ (Leadership Quotient) Assessment.

LIVE IN-PERSON

THE 7 HABITS OF HIGHLY EFFECTIVE FAMILIES® FOR MILITARY FAMILIES

PARTICIPANT GUIDEBOOK SKU# 75340

Provides a much-needed framework for applying universal, self-evident principles that enable family members to better communicate and resolve problems successfully, while building a strong family culture based on trust and common values.

LIVE IN-PERSON
THE 7 HABITS OF HIGHLY EFFECTIVE FAMILIES® FOR ARMY FAMILIES

PARTICIPANT GUIDEBOOK SKU# 75117

Provides a much-needed framework for applying universal, self-evident principles that enable family members to better communicate and resolve problems successfully, while building a strong family culture based on trust and common values.

LIVE IN-PERSON

THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE® FOR SOLDIERS

PARTICIPANT KIT SKU# 76260

This work session provides a holistic, multidisciplinary approach to improve the life skills and effectiveness of soldiers. The program provides a framework for applying universal, self-evident principles that enable soldiers to build resiliency and break down barriers to success.

Includes participant guidebook, The 7 Habits of Highly Effective People book, audio CD, pocket card, and undated pocket planner with Compass Card.

LIVE IN-PERSON
**THE NOBILITY OF POLICING®**

**PARTICIPANT KIT**

SKU# 76985

An educational and inspirational session that teaches the source of personal power and the ability to influence. Understand how giving into cynicism impacts both the officer and community, and reignite the passion to serve as guardians of the community.

*Includes participant guidebook, The Nobility of Policing audio CD, and Challenge Coin.*

*Also included, but not pictured: The Nobility of Policing book, and eTools CD.*

LIVE IN-PERSON

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**THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE®: SIGNATURE 3.0 FOR LAW ENFORCEMENT**

**PARTICIPANT KIT**

SKU# 77102

Law enforcement professionals see people at their worst on a daily basis and it weighs on them, often resulting in depression, divorce, and suicide. Provide officers with the tools they need to address the realities of their job and find balance in their personal and professional lives through the application of the 7 Habits.

*Includes participant guidebook, door hanger, Talking Stick, pocket card, and Seven-Week Contract.*

*Also included, but not pictured: participant DVD, audio CD, and 360° Assessment.*

LIVE IN-PERSON
DIVERSITY-CENTERED LEADERSHIP
FOR LAW ENFORCEMENT

PARTICIPANT GUIDEBOOK  SKU#  75676

The world is rapidly changing and the workforce is becoming much more diverse. Provide officers with the understanding that everyone has a different story and different strengths, regardless of ethnicity, gender, or age, and how they can leverage those differences to achieve even better outcomes.

LIVE IN-PERSON

POLICING AT THE SPEED OF TRUST™

PARTICIPANT KIT  SKU#  76295

This workshop provides tools to help law enforcement professionals identify, build, extend, and restore trust in their professional and personal relationships.

Includes participant guidebook, Trust Action Cards, and Trust Action Plan forms.
Also included, but not pictured: sample Trust Quotient (tQ) Assessment and Trust Quotient (tQ) Assessment.

LIVE IN-PERSON
LEADERSHIP: GREAT LEADERS, GREAT TEAMS, GREAT RESULTS® FOR LAW ENFORCEMENT

PARTICIPANT KIT SKU# 75671

Help your senior leaders discover how to inspire trust and build credibility with their people, define a clear and compelling purpose, create and align systems of success, and unleash the talents and energy within the department.

Includes participant guidebook, pocket card, and Leadership Essentials book.
Also included, but not pictured: eTools CD, Leadership Puzzle, 360° LQ (Leadership Quotient) Assessment.

LIVE IN-PERSON

LEADERSHIP FOUNDATIONS FOR LAW ENFORCEMENT

PARTICIPANT KIT SKU# 75673

Prepare your emerging leaders to take on significant roles and responsibilities in the future. Participants gain skills to improve trust and influence with peers and superiors, link their work to a clear and compelling purpose, implement a system for executing on critical priorities, and leverage the talents of peers and co-workers to achieve unprecedented results.

Includes participant guidebook, eTools CD, Leadership Foundations handbook, and pocket card.

LIVE IN-PERSON
THE 7 HABITS® ON THE INSIDE

PARTICIPANT GUIDEBOOK  SKU# Custom

Designed specifically for inmates, this 13-week program gives participants an understanding of the 7 Habits and helps them begin to work on the “Private Victory” before moving to the “Public Victory.” This program is truly life-changing for inmates and their loved ones.

LIVE IN-PERSON
LEADERSHIP: GREAT LEADERS, GREAT TEAMS, GREAT RESULTS® FOR THE PUBLIC SECTOR

**FACILITATOR KIT**  
SKU# 77221  
Includes facilitator guide, resource DVDs, and flash drive.

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THE 7 HABITS OF HIGHLY EFFECTIVE FAMILIES® FOR MILITARY FAMILIES

**FACILITATOR KIT**  
SKU# 75336  
Includes facilitator guide, flash drive, program DVD, and resource DVD.

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THE 7 HABITS OF HIGHLY EFFECTIVE FAMILIES® FOR ARMY FAMILIES

**FACILITATOR KIT**  
SKU# 77352  
Includes facilitator guide, flash drive, program DVD, and resource DVD.  
Also included, but not pictured: participant guidebook.
THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE®
FOR SOLDIERS

FACILITATOR KIT
SKU# 77353
Includes facilitator guide, eTools CD, and program DVD. Also included, but not pictured: participant guidebook.

THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE®
FOR LAW ENFORCEMENT

FACILITATOR KIT
SKU# 74939
Includes facilitator guide and PowerPoint® CD. Also included, but not pictured: poster set and facilitator bag.

THE NOBILITY OF POLICING®

FACILITATOR KIT
SKU# 76665
Includes facilitator guide, resource DVD, and certification DVD.
DIVERSITY-CENTERED LEADERSHIP FOR LAW ENFORCEMENT

FACILITATOR KIT SKU# 75677

Includes facilitator guide, resource CD, and program DVD. Also included, but not pictured: facilitator bag.

POLICING AT THE SPEED OF TRUST™

FACILITATOR KIT SKU# 76296

Includes facilitator guide, The Speed of Trust book, and PowerPoint® CD. Also included, but not pictured: facilitator bag.

LEADERSHIP: GREAT LEADERS, GREAT TEAMS, GREAT RESULTS® FOR LAW ENFORCEMENT

FACILITATOR KIT SKU# 76501

Includes facilitator guide, PowerPoint® CD, certification guide, resource DVDs, and leadership puzzle. Also included, but not pictured: poster set and facilitator bag.
LEADERSHIP FOUNDATIONS FOR LAW ENFORCEMENT

FACILITATOR KIT  SKU#  75674
Includes facilitator guide and program DVD. Also included, but not pictured: poster set, resource DVD, and facilitator bag.

THE 7 HABITS® ON THE INSIDE

FACILITATOR KIT  SKU#  76375
Includes facilitator guide, implementation guide, and program DVD. Also included, but not pictured: certificates of completion and participant guidebook.
DIGITAL LEARNING

FranklinCovey’s Digital Learning takes our transformational content and segments it into modules that a learner can experience live online with a facilitator or on demand for a self-paced experience. These solutions give your learners the benefits of FranklinCovey’s world-class training from the convenience of their desks.
CERTIFY TO TEACH VIRTUAL CLASSES

Is it a challenge to train your people in a single location over multiple days?

LiveClicks® puts the high-quality instruction of FranklinCovey in-person training into convenient online workshops called LiveClicks Webinar Workshops.

Unlike many web-based courses today, LiveClicks brings a level of engagement not seen in the marketplace. We’ve spent years perfecting virtual classroom design and delivery to ensure attendees have a true FranklinCovey transformational experience.

When you teach a FranklinCovey LiveClicks webinar, attendees experience the training right from their desks, minimizing lost time away from work. This means you can reach more workers and new geographies while saving time, money, and resources, and without sacrificing quality.

Key Benefits of LiveClicks:
• Experience traditional FranklinCovey classroom training live online
• Participate in interactive activities, and view award-winning Hollywood-quality videos
• Experience transformational impact and reach without geographic barriers
• Reach more employees, especially those who would not typically be chosen to attend training
• Customize sessions to meet your needs
• Continue training initiatives when travel budgets are reduced

FranklinCovey LiveClicks Webinar Workshops are available as open enrollment, client-facilitated, or exclusive training for your organization and are all CEU accredited.
LIVE ONLINE

Just like our traditional in-person training, LiveClicks Webinar Workshops feature FranklinCovey’s trademark high-quality experience. Award-winning videos, engaging activities, and live communication with the instructor hold the learners’ interest and increase retention.

Whenever you see the tag “LIVE ONLINE” under a product description in this catalog, it indicates that the content is available to be taught virtually via LiveClicks.

The transition from teaching face-to-face to a webinar environment is seamless. The content is the same as the live in-person training, but we’ve modified the activities for your virtual audience. All LiveClicks Webinar Workshops are preloaded with everything you need to facilitate this content virtually, including:

- Course PowerPoint® Presentation
- Course Videos
- Interactive Chats
- Interactive Polls
- Downloadable Tools
- Facilitator Notes

We also provide on-boarding tools and coaching to make sure you become an expert virtual facilitator through participation in the LiveClicks Mastery Series — available via webinar or through on demand digital modules — to teach you how to use the technology and how to master webinar delivery.
ON DEMAND LEARNING

FranklinCovey offers on demand, self-paced content so you can reach employees, regardless of their schedules. These products are available as FranklinCovey InSights™, short video-based single-point lessons, and FranklinCovey Excelerators®, one-hour e-learning courses. You can take advantage of the entire catalog or pick and choose the courses that fit your learning needs.

All on demand courses are LMS-compatible and SCORM-compliant. If you don’t have an LMS, you can access the courses through our easy-to-use online system at no additional cost.

FRANKLINCOVEY INSIGHTS ON DEMAND — Single-Point Lessons

FranklinCovey InSights are short, Web-based, video-rich modules based on 15 core competencies. FranklinCovey InSights are accessed by individuals for a self-paced learning experience. FranklinCovey InSights are a perfect option for a blended training approach to reinforce current learning initiatives or as stand-alone training.

Each of the 137 FranklinCovey InSights courses start with an engaging video, followed by powerful discussion questions and tools for application. Also available is a Leader Accountability Guide to be used with an intact team to facilitate discussion and set goals as a team. These influential courses teach individuals and teams the basics of great leadership, effectiveness, communication, and productivity.

FRANKLINCOVEY EXCELERATORS — E-Learning Courses

FranklinCovey Excelerators are one-hour, high-quality, self-paced courses for employees and leaders looking to increase business and leadership skills who can’t be away from the office for extended periods of time. Excelerators offer content-based instruction through videos, animation, interactive quizzes, assessments, and PDF guidebooks, as well as other resources and tools.

These 36 digital courses give learners online access to FranklinCovey’s media-rich, principle-based content that has proven to deliver results. Excelerators can be used as part of a blended training process or as stand-alone training. All Excelerators courses are approximately one-hour in length and are CEU accredited.
BOOKS, DVDs, AUDIO CDs, and TOOLS
Upcoming books from FranklinCovey

In our quest for continuous learning and improvement, we are excited to announce the release of our next two titles. Be sure to pre-order your copy online or through major book retailers.

GET BETTER

HARDCOVER

In this practical, insightful, and entertaining new book, Get Better: 21 Leaps to Greatness, Todd Davis, Chief People Officer of FranklinCovey, shares the personal and professional applications of 21 time-proven principles or “leaps.” Todd has identified these 21 “leaps” from years of feedback of thousands of individuals whose lives were changed, enabling greatness in themselves and those around them through the principles and practices taught in FranklinCovey solutions.

TALENT UNLEASHED

HARDCOVER

Talent Unleashed: 3 Leadership Conversations to Ignite the Unlimited Potential in People is the collaborative work of four authors who have witnessed firsthand the success of leaders worldwide who have unleashed the talents of those around them. They share the stories of the work these leaders have collectively done with thousands of FranklinCovey’s clients over the past 30 years.
THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE

HARDCOVER SKU# 76784
PAPERBACK SKU# 76783

One of the most inspiring and impactful books ever written, *The 7 Habits of Highly Effective People* has captivated readers for 25 years. It has transformed the lives of presidents and CEOs, educators and parents—in short, millions of people of all ages and occupations.

PRIMARY GREATNESS: THE 12 LEVERS OF SUCCESS

HARDCOVER SKU# 77301

Far too many people have the wrong idea when you ask them to describe a great life. They believe that if they had enough money, enough leisure, enough good looks or popularity, everything would be great. It’s no wonder that so many feel weighed down by the demands of everyday living. In this book by Stephen R. Covey, you will learn the twelve qualities of primary greatness and how they provide the leverage to make your daily life truly “great.”

THE WISDOM AND TEACHINGS OF STEPHEN R. COVEY

HARDCOVER SKU# 76438

A compilation of Dr. Stephen R. Covey’s most insightful, inspiring teachings and quotes. This book covers his most impactful topics: time management, success, leadership—including principle-centered leadership—all of the 7 Habits, love, and family. This powerful collection is a lasting tribute to the inspirational luminary that so many will miss.
**AN EFFECTIVE LIFE**

**PAPERBACK**

SKU# 77354

*An Effective Life* shares original new perspectives on life and self-evaluation, striking infographics, and inspirational quotes in a fresh new package designed for those early in their careers who are seeking to live a principle-centered personal and work life. Included is a Personal Journal to capture insights gleaned from the book. This book is more than an inspiration, it is an introduction to important principles needed to live *An Effective Life*.  

**A TIME CONSCIOUS LIFE**

**PAPERBACK**

SKU# 77412

*A Time Conscious Life* shares classic and universal perspectives on utilizing the time we have to live, love, learn, and leave a legacy. The design and fresh take on Stephen R. Covey’s work will leave new readers and long-time admirers with new insights and paradigms on how to live their life.

**THE SPEED OF TRUST**

**HARDCOVER**

SKU# 75375

**PAPERBACK**

SKU# 75542

*The Speed of Trust* challenges our age-old assumption that trust is merely a soft, social virtue, and instead demonstrates that trust is a hard-edged economic driver.
THE 4 DISCIPLINES OF EXECUTION

HARDCOVER           SKU#  76308
PAPERBACK           SKU#  77445

_The 4 Disciplines of Execution_ is a simple, repeatable, and proven formula for executing on your most important strategic priorities in the midst of “the whirlwind.” _The 4 Disciplines of Execution_ is not theory. It is a proven set of practices that have been tested and refined by hundreds of organizations and thousands of teams over many years. _The 4 Disciplines of Execution_ represents a new way of thinking and working that is essential to thriving in today’s competitive climate.

THE 5 CHOICES: THE PATH TO EXTRAORDINARY PRODUCTIVITY

HARDCOVER           SKU#  77010
PAPERBACK           SKU#  77424

FranklinCovey offers the latest science and their years of experience and research in the time management field to help you master your decision, attention and energy management through five fundamental choices that will increase your ability to achieve what matters most to you. _The 5 Choices_ provides powerful shifts in thinking and behavior that will help you feel accomplished at the end of every day.

THE ULTIMATE COMPETITIVE ADVANTAGE

HARDCOVER           SKU#  77002

Every move your company makes can be copied by your competitors. Improved processes, product innovations, and marketplace initiatives can all be important, but rarely lead to sustained competitive advantage. But truly mobilizing your people creates positive results in a thousand different ways throughout your organization, giving your company the ultimate competitive advantage—an advantage that is very difficult to match.
PROJECT MANAGEMENT FOR THE UNOFFICIAL PROJECT MANAGER

PAPERBACK  SKU#  77193

This book offers practical, real-world insights for effective project management and guides you through the essentials of the people and project management process: Initiate, Plan, Execute, Monitor/Control, and Close. Unofficial project managers in any arena will benefit from the accessible, engaging real-life anecdotes, memorable “Project Management Proverbs,” and quick reviews at the end of each chapter. If you’re struggling to keep your projects organized, this book is for you.

PRESENTATION ADVANTAGE

PAPERBACK  SKU#  77248

The average attention span of an adult has been decreasing in recent years. That is tough news for a presenter. You’re competing with a slew of activities—email, texts, chats, and apps, in addition to thoughts about their next activity. In Presentation Advantage, the authors outline the “Connect Model,” the mental model that allows you to connect with the message, yourself, and the audience during any presentation. Your audience’s distractions will no longer override what you have to say.

MILLENNIALS@WORK

PAPERBACK  SKU#  76948

Millennials have perhaps even more going for them than previous generations, but they need to be prepared with workplace skills and learn about the skills needed for them to be successful in the workplace.
SMART TRUST

HARDCOVER  SKU# 76271
PAPERBACK  SKU# 76604

Stephen M. R. Covey again illuminates the hidden power of trust to change lives and impact organizations. In a compelling and readable style, he and longtime business partner Greg Link share enlightening principles and anecdotes of people and organizations that are not only achieving unprecedented prosperity from high-trust relationships and cultures, but—even more inspiring—also attaining elevated levels of energy and joy.

THE 8TH HABIT: FROM EFFECTIVENESS TO GREATNESS

HARDCOVER  SKU# 74565
PAPERBACK  SKU# 74635

The challenges and complexity we face in our relationships, families, professional lives and communities are an entirely new order of magnitude. In order to thrive, innovate, excel and lead in the Knowledge Worker Age, we must build on and move beyond effectiveness...to greatness. Accessing the higher levels of human genius and motivation in today’s new reality requires a change and new thinking—a new mindset, skillset, and toolset—a whole new habit.

THE 3RD ALTERNATIVE

HARDCOVER  SKU# 76214

There are many methods of conflict resolution, but most involve compromise, a low-level accommodation that stops the conflict without breaking through to amazing new results. The 3rd Alternative is about more than just an armistice—it’s about creating a new and improved reality. The 3rd Alternative transcends traditional solutions to conflict by forging a path toward a third option, a 3rd Alternative, that moves beyond your way or my way to a higher and better way.
WHAT MATTERS MOST

HARDCOVER SKU# 24254

Hyrum Smith outlines a simple yet powerful formula to help you identify your own deeply held values—the most important priorities in your life—and then do something about them in meaningful, everyday living.

THE WEBINAR MANIFESTO

PAPERBACK SKU# 76432

This book provides the seven strategies essential to captivate your audience, push the limits of your technology, and transform webinar design and delivery. Unlike traditional how-to books, this manifesto digs deep into the principles and behaviors required for a revolutionary change of yesterday’s ugly webinars. Never design, deliver, or sell lousy webinars again!

THE 7 HABITS OF HIGHLY EFFECTIVE FAMILIES

PAPERBACK SKU# 29663

Stephen R. Covey presents a practical and philosophical guide to solving the problems that confront all families and strong communities. He offers revealing anecdotes, helpful suggestions about changing everyday behavior, how and why to have family meetings, the importance of keeping promises, how to balance individual and family needs, and how to move from dependence to interdependence. An invaluable guidebook for the welfare of families everywhere.
LIFE MATTERS

PAPERBACK  SKU# 29613

In this book, A. Roger Merrill and Rebecca R. Merrill show you how to navigate the critical relationships between time and money, work and family, and how to create a harmonious, success-enhancing dynamic between each.

WHAT THE CEO WANTS YOU TO KNOW

HARDCOVER  SKU# 74855

This book teaches the basic building blocks of a business and helps readers understand how their organization makes money and operates as a total business.

THE LEARNING EXPLOSION™: 9 RULES TO IGNITE YOUR VIRTUAL CLASSROOMS

PAPERBACK  SKU# 76089

With so much information available, it is hard to know where to start in the virtual classroom. In this book, you will learn about the nine time-tested roles required to create a high-quality, highly engaged training experience, and discover what it takes to successfully transfer your in-person classrooms to live, online classrooms.
GREAT WORK, GREAT CAREER
HARDCOVER  SKU# 75911
You can secure a great future for yourself if you welcome this wild, demanding new world with passion for the opportunities it presents. You don’t want just a job, you want a great job. Great Work, Great Career can help you get that great job and, beyond that, build a great career.

PREDICTABLE RESULTS IN UNPREDICTABLE TIMES
HARDCOVER  SKU# 75899
If there’s one thing that’s certain in business, it’s uncertainty. Still, there are great organizations that perform consistently and with excellence, regardless of the conditions. This practical book is about getting predictable results, in good times and bad, by applying four key principles.

A SLICE OF TRUST
HARDCOVER  SKU# 76164
A Slice of Trust, by David Hutchens and Barry Rellaford, teaches managers and leaders of all levels how companies that develop trust within the workplace can increase their value, efficiency, and innovation.
THE BREAKTHROUGH FACTOR

PAPERBACK               SKU#  19622

Ensure incredible results in all spheres of life— in relationships, financial circumstances, career decisions, and physical health— by making choices and arranging priorities around a fruitful set of values and beliefs.

THE POWER PRINCIPLE

PAPERBACK               SKU#  29662

This book teaches readers the core principles of behavior that will dramatically affect their lives and careers. The author shows readers how to gain personal success while fostering respect from those people they care most about.

THE ULTIMATE QUESTION 2.0

HARDCOVER                 SKU#  76770

Business loyalty guru Fred Reichheld asks the question most critical to a company’s future: “Would you recommend us to a friend?” The response will identify detractors, who sully your firm’s reputation and readily switch to competitors, and promoters, who generate good profits and sustainable growth. The response also generates a Net Promoter Score (NPS®) which has transformed companies across industries and sectors, constituting a game-changing system that rivals Six Sigma.
THE 7 HABITS OF HAPPY KIDS

HARDCOVER
SKU# 75630

From learning how to take charge of their own lives to discovering how balance is best, the Seven Oaks friends have tons of adventures and find out how each and every kid can be a happy kid! Whether they’re singing along with Pokey Porcupine’s harmonica or playing soccer with Jumper Rabbit, everyone is having fun and learning at the same time. These seven stories show how practicing the 7 Habits influences the entire Seven Oaks Community.

THE 7 HABITS OF HAPPY KIDS COLLECTION

HARDCOVER
SKU# 76822

Immerse yourself in the world of 7 Oaks and join Pokey, Allie, Jumper, Sammy, Lily, Sophie, and Goob as they learn the importance of being yourself, planning ahead, staying organized, finding your strengths, listening, working together, and valuing friendship.

This collectible boxed set includes all seven books in The 7 Habits of Happy Kids series: Just the Way I Am, When I Grow Up, A Place for Everything, Sammy and the Pecan Pie, Lily and the Yucky Cookies, Sophie and the Perfect Poem, and Goob and His Grandpa.

THE LEADER IN ME: HOW SCHOOLS AROUND THE WORLD ARE INSPIRING GREATNESS, ONE CHILD AT A TIME, 2ND EDITION

PAPERBACK
SKU# 76996
HARDCOVER 1ST EDITION
SKU# 75670

The story of extraordinary schools, parents, and business leaders around the world who are preparing the next generation to meet the great challenges and opportunities of the 21st century.
JUST THE WAY I AM: HABIT 1
(THE 7 HABITS OF HAPPY KIDS)

HARDCOVER SKU# 75890

Follow Pokey Porcupine as he learns the importance of not letting others affect his moods and self-confidence as part of Habit 1: Be Proactive. This book is part of The 7 Habits of Happy Kids book series.

WHEN I GROW UP: HABIT 2
(THE 7 HABITS OF HAPPY KIDS)

HARDCOVER SKU# 75891

Follow the mouse, Tagalong Allie, as she dreams of what she wants to be when she grows up. A reinforcement of Habit 2: Begin With the End in Mind. This book is part of The 7 Habits of Happy Kids book series.

A PLACE FOR EVERYTHING: HABIT 3
(THE 7 HABITS OF HAPPY KIDS)

HARDCOVER SKU# 75940

Follow Jumper Rabbit as he learns the lessons of Habit 3: Put First Things First, when he loses his sneakers because he did not put them in their right place. This book is part of The 7 Habits of Happy Kids book series.
SAMMY AND THE PECAN PIE: HABIT 4
(THE 7 HABITS OF HAPPY KIDS)

HARDCOVER
SKU# 76721

Sammy wishes his sister Sophie didn’t do everything so perfectly. He can’t stop seeing her successes as taking away from his own accomplishments. And when Sophie gets the bigger piece of pie, that is the last straw! That is, until Sammy’s mother explains that there is always enough to go around. This book is part of The 7 Habits of Happy Kids book series.

LILY AND THE YUCKY COOKIES: HABIT 5
(THE 7 HABITS OF HAPPY KIDS)

HARDCOVER
SKU# 76720

On a rainy day, Lily decides to make cookies. But instead of paying attention to the recipe, she tells her dad she knows what she is doing. When Lily’s friends spit out her cookies, she wonders what went wrong! This book is part of The 7 Habits of Happy Kids book series.

SOPHIE AND THE PERFECT POEM: HABIT 6
(THE 7 HABITS OF HAPPY KIDS)

HARDCOVER
SKU# 76722

Ms. Hoot has assigned the class to write a poem, and everyone has to work with a partner. When Sophie is partnered with Biff, she is sure it’s going to be a disaster, because Biff is mean! But as they work together, they find they have more in common than they thought. This book is part of The 7 Habits of Happy Kids book series.
GOOB AND HIS GRANDPA: HABIT 7
(THE 7 HABITS OF HAPPY KIDS)

HARDCOVER  SKU# 76723

After the death of his grandfather, Goob has a hard time getting back into his normal routine. But when all of his friends spend time with him, doing the things he loves to do, he discovers ways to stop feeling so sad. This book is part of The 7 Habits of Happy Kids book series.

THE 7 HABITS OF HIGHLY EFFECTIVE TEENS

PAPERBACK  SKU# 76903

Applies the timeless principles of The 7 Habits of Highly Effective People to teens and the tough issues and life-changing decisions they face.

THE 6 MOST IMPORTANT DECISIONS YOU’LL EVER MAKE

PAPERBACK  SKU# 75052

Using real stories from around the world, Sean Covey covers the tough issues teens face on a daily basis and offers strong advice on how to make wise and informed decisions.
THE 10 NATURAL LAWS OF SUCCESSFUL TIME AND LIFE MANAGEMENT

PAPERBACK  
SKU# 11405

Hyrum Smith discusses natural laws that govern all of us while we manage our time—which, essentially, is managing our lives.

EVERYDAY GREATNESS: INSPIRATION FOR A MEANINGFUL LIFE

HARDCOVER  
SKU# 76224

Best-selling author Stephen R. Covey and Reader’s Digest offer an extraordinary volume of inspiration, insight, and motivation to live a life of character and contribution. The timeless principles, practical wisdom, and a “Go-Forward Plan” challenge readers to make important choices every day relating to energy, destination and goal attainment. Included are stories from the world’s best known and loved writers, leaders, and celebrities, with insights and commentary from Covey.

PRINCIPLE-CENTERED LEADERSHIP

PAPERBACK  
SKU# 71252

Learn the powerful principles Dr. Stephen R. Covey has taught to many of the world’s top executives and most influential leaders. Align your organization’s resources and structures to increase long-term performance and create a high-trust culture—the ultimate competitive advantage.
THE NATURE OF LEADERSHIP

PAPERBACK SKU# 76836

A unique, visually stunning and conceptually powerful business book, *The Nature of Leadership* presents inspiring photos by former *National Geographic* photographer, Dewitt Jones, as well as interviews, quotes, and narratives by bestselling authors Dr. Stephen R. Covey and A. Roger Merrill (who also contributed photos to the book).

LET'S GET REAL OR LET'S NOT PLAY: TRANSFORMING THE BUYER/SELLER RELATIONSHIP

HARDCOVER SKU# 75643

Based on the unique process, skills, and tools developed by the FranklinCovey Sales Performance Practice and applied by real sales leaders and salespeople around the world. You will learn the power of being authentic, saying exactly what you mean, and acting on your values.

THE NOBILITY OF POLICING: GUARDIANS OF DEMOCRACY

HARDCOVER SKU# 77422

This powerful book serves as a great reminder to officers and their families of the legacy and the honor of those who have come before them in the law-enforcement world.
STICKING POINTS

HARDCOVER  SKU# 76712

Haydn Shaw, popular business speaker and generational expert, identifies 12 places where the four generations typically come apart in the workplace (and in life as well). These sticking points revolve around differing attitudes toward managing one’s own time, texting, social media, organizational structure and, of course, clothing preferences. If we don’t learn to work together and stick together around these 12 “Sticking Points,” then we’ll waste a lot of time in conflict instead of enjoying a friendly and productive team.

THE 7 HABITS ON THE INSIDE

PAPERBACK  SKU# 75942

About two-thirds of convicted criminals re-offend after they are released from prison. What would our world be like if most parolees were so completely changed while incarcerated the first time that they never returned to a life of crime? If you would like to see that happen, read The 7 Habits on the Inside, a summary/white paper.

UNLOCKING POTENTIAL

PAPERBACK  SKU# 77001

In this book, you will acquire the skills to coach your personnel from the ground up, maximizing their potential. Transform your business relationships (and your business) with this comprehensive tool for optimizing productivity, profitability, loyalty, and customer focus. Don’t just manage. Energize. Galvanize. Inspire. Be a coach.
UNWIND

PAPERBACK SKU# 76994

The authors explore seven key paradigm shifts, from reactive to proactive; unmotivated to inspired; pressured to prioritized; hassled to harmonious; anxious to empathic; defensive to diverse; and tense to tranquil. Delving deep into each of these paradigm shifts, readers learn how to prevent most of the daily stresses people experience by getting at the roots of stressors.

GREAT QUOTES ON LEADERSHIP AND LIFE

HARDCOVER SKU# 76844

Great Quotes on Leadership and Life is a collection of beautiful photography and quotes from Stephen R. Covey’s books that he found personally inspiring. In it, you can enjoy the wisdom from the ages that inspired one of the great men of our times.
EMPATHIC LISTENING

DVD SKU# 75562

Most people don’t take the necessary time and effort to properly diagnose a problem before prescribing solutions. They immediately assume they understand someone else’s condition. Often the biggest obstacle in interpersonal communication is the tendency to respond autobiographically—meaning from our own frame of reference. **Empathic Listening** is reflecting what a person feels and says in your own words.

THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE: FOUNDATIONAL PRINCIPLES

DVD SKU# 75541

This video of Dr. Stephen R. Covey teaching in an informal setting illustrates the foundational principles from his bestselling book *The 7 Habits of Highly Effective People*.

EVEREST: CREATING GREATNESS

DVD SKU# 75382

The incredible true story of the unthinkable: one blind man’s courageous quest for the summit of the tallest peak in the world. Includes the award-winning Everest video; 10-minute video meeting opener, *Leadership in the 21st Century*, with Dr. Stephen R. Covey; 10-minute tonesetters; PDF facilitator guide; PDF participant guidebook; and 16-slide PowerPoint® presentation.
THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE® SIGNATURE SERIES

7-CD SET SKU# 76318

This CD set is a studio recording by Dr. Stephen R. Covey who adds new content and materials. Each CD focuses on one of the 7 Habits.

THE WISDOM AND TEACHINGS OF STEPHEN R. COVEY

UNABRIDGED 2-CD SET SKU# 76502

A compilation of Dr. Stephen R. Covey’s most insightful, inspiring teachings and sayings. This powerful collection is a lasting tribute to the inspirational luminary that so many will miss.

THE 5 CHOICES: THE PATH TO EXTRAORDINARY PRODUCTIVITY

UNABRIDGED 5-CD SET SKU# 77139
ABRIDGED 2-CD SET SKU# 77140

The 5 Choices: The Path to Extraordinary Productivity CD set provides powerful shifts in thinking and behavior through five fundamental choices that will help you feel accomplished at the end of every day.
THE 4 DISCIPLINES OF EXECUTION®:  
THE SECRET TO GETTING THINGS DONE, ON TIME, WITH EXCELLENCE

1 CD  
SKU# 76357

This audio program with Dr. Stephen R. Covey and Chris McChesney teaches listeners the principles, skills, and tools necessary to execute flawlessly, again and again.

THE 4 IMPERATIVES OF GREAT LEADERS®

3-CD SET  
SKU# 76311

In today’s global, knowledge-based world, the call for organizational greatness is greater than ever before. Sustainable financial performance, intense customer loyalty, a winning culture, and a distinctive contribution in the marketplace are hallmarks of truly great organizations. Great organizations are created by great leaders—leaders who can unleash the highest and best contributions of their team toward their organization’s most critical priorities. Every organization and every leader aspires to greatness.

THE 7 HABITS FOR MANAGERS®:  
MANAGING YOURSELF, LEADING OTHERS, UNLEASHING POTENTIAL

1 CD  
SKU# 76314

A powerful Q&A with Dr. Stephen R. Covey answering some of managers’ toughest questions. This material is not available in any other format.
THE 4 DISCIPLINES OF EXECUTION®: ACHIEVING YOUR WILDLY IMPORTANT GOALS

UNABRIDGED 8-CD SET SKU# 76426

The 4 Disciplines of Execution is a simple, repeatable, and proven formula for executing on your most important strategic priorities in the midst of “the whirlwind.” This book on CD is read by the authors.

THE SPEED OF TRUST®: THE ONE THING THAT CHANGES EVERYTHING

UNABRIDGED 10-CD SET SKU# 76337
LIVE PRESENTATION 3-CD SET SKU# 76338

The Speed of Trust CD set challenges the age-old assumption that trust is merely a soft, social virtue, and instead demonstrates that trust is a hard-edged economic driver. Read by the author.

A CONVERSATION ON TRUST: THE ONE THING THAT IMPACTS EVERY DIMENSION OF LIFE

1 CD SKU# 76326

A special live and impromptu recording between Dr. Stephen R. Covey and his son, Stephen M. R. Covey, best-selling author of The Speed of Trust.
SMART TRUST

1 CD
SKU# 76309

This life-changing book on CD will forever shift your perspective as it reveals and validates, once and for all, the transformational power of trust. Listening to Smart Trust will increase your probability of thriving in this increasingly unpredictable marketplace. The more unpredictable it becomes, the more your (and your organization’s) sound judgment and ability to trust in this low-trust world will give you a tremendous competitive advantage.

THE 8TH HABIT®: FROM EFFECTIVENESS TO GREATNESS

UNABRIDGED 14-CD SET SKU# 76322
ABRIDGED 3-CD SET SKU# 76323

The challenges and complexity we face in our relationships, families, professional lives and communities are an entirely new order of magnitude. To thrive, innovate, excel and lead in the Knowledge Worker Age, we must build on and move beyond effectiveness...to greatness. Accessing the higher levels of human genius and motivation in today’s new reality requires a change of thinking—a new mindset, skillset, and toolset. In short, a whole new habit.

THE 3RD ALTERNATIVE: SOLVING LIFE’S MOST DIFFICULT PROBLEMS

14-CD SET SKU# 76310

A powerful new way to resolve professional and personal difficulties and create solutions to great challenges in organizations and society.
FIRST THINGS FIRST®: UNDERSTAND WHY SO OFTEN OUR FIRST THINGS AREN’T FIRST

3-CD SET       SKU#  76327

I’m getting more done in less time, but where are the rich relationships, the inner peace, the balance, the confidence that I’m doing what matters most and doing it well? Does this nagging question haunt you? If so, First Things First can help you understand why so often our first things aren’t first. Rather than offering you another clock, First Things First provides you with a compass, because where you’re headed is more important than how fast you’re going.

PRINCIPLE-CENTERED LEADERSHIP®

3-CD SET       SKU#  76336

Dr. Stephen R. Covey demonstrates that principle-centered leadership—a long-term, inside-out approach to developing people and organizations—is key to dealing with the challenges that face us today.

THE ULTIMATE QUESTION: DRIVING GOOD PROFITS AND TRUE GROWTH

5-CD SET       SKU#  31795

The Ultimate Question offers hands-on guidance on how to distinguish good profits from bad, and move customers beyond mere “satisfaction” to true loyalty.
FOCUS: ACHIEVING YOUR HIGHEST PRIORITIES™

4-CD SET  SKU# 76328
Learn how to identify and focus on the tasks and priorities that matter most, so you can deliver maximum results every day.

LIFE MATTERS: CREATING A DYNAMIC BALANCE OF WORK, FAMILY, TIME, & MONEY

4-CD SET  SKU# 76334
A. Roger Merrill and Rebecca R. Merrill show you how to navigate the critical relationships between time and money, work and family, and how to create a harmonious, success-enhancing dynamic between each.

PREDICTABLE RESULTS IN UNPREDICTABLE TIMES™: 4 ESSENTIALS FOR GREAT PERFORMANCE IN GOOD TIMES AND BAD

3-CD SET  SKU# 76335
If there’s one thing that’s certain in business, it’s uncertainty. Still, there are great organizations that perform consistently and with excellence, regardless of the conditions. This CD set is about getting predictable results, in good times and bad, by applying four key principles.
GREAT WORK, GREAT CAREER: HOW TO CREATE YOUR ULTIMATE JOB AND MAKE AN EXTRAORDINARY CONTRIBUTION

3-CD SET SKU# 76329

Great Work, Great Career provides steps and tools for becoming indispensable in the work you choose.

CAREER ADVANTAGE: REAL-WORLD APPLICATIONS FROM GREAT WORK, GREAT CAREER™

3-CD SET SKU# 76325

Stephen R. Covey and Jennifer Colosimo, the authors of Great Work, Great Career, share the secrets of getting and keeping the job you want. This audio teaches how to create the ultimate job and make an extraordinary contribution. Learn how to become a solution—not a problem—to an organization; make a contribution by focusing on your talents, passion, and conscience; network for success; become more employable; and advance your career.

THE LEADER IN ME*: HOW SCHOOLS AND PARENTS AROUND THE WORLD ARE INSPIRING GREATNESS, ONE CHILD AT A TIME

8-CD SET SKU# 76332

The story of extraordinary schools, parents, and business leaders around the world who are preparing the next generation to meet the great challenges and opportunities of the 21st-century.
THE 6 MOST IMPORTANT DECISIONS YOU’LL EVER MAKE™: A GUIDE FOR TEENS

5-CD SET SKU# 76313

Sean Covey helps teens use the principles and habits he introduced in The 7 Habits of Highly Effective Teens and apply them in a practical guide.

THE 7 HABITS OF HIGHLY EFFECTIVE TEENS®

UNABRIDGED 6-CD SET SKU# 76321
ABRIDGED 2-CD SET SKU# 76320

Sean Covey applies the timeless principles of the 7 Habits to teens and the tough issues and life-changing decisions they face.

THE 7 HABITS OF HIGHLY EFFECTIVE TEENS® (LIVE PRESENTATION)

2-CD SET SKU# 77011

An indispensable audio for teens, as well as parents, teachers, counselors, or any adult who works with teens, The 7 Habits of Highly Effective Teens has become the last word on surviving and thriving as a teen and beyond.

THE 5 MOST IMPORTANT DECISIONS YOU’LL EVER MAKE™: A GUIDE FOR TEENS

5-CD SET SKU# 76313

Sean Covey helps teens use the principles and habits he introduced in The 7 Habits of Highly Effective Teens and apply them in a practical guide.
THE 7 HABITS OF HIGHLY EFFECTIVE FAMILIES®

3-CD SET  SKU#  76315

Stephen R. Covey presents a practical and philosophical guide to solving the problems that confront all families and strong communities. He offers revealing anecdotes, helpful suggestions about changing everyday behavior, how and why to have family meetings, the importance of keeping promises, how to balance individual and family needs, and how to move from dependence to interdependence.

THE 7 HABITS OF HIGHLY EFFECTIVE MARRIAGE™

2-CD SET  SKU#  76316

This audio program offers insights and personal experiences in applying the 7 Habits to marriage and home.

HOW TO DEVELOP YOUR PERSONAL MISSION STATEMENT

2-CD SET  SKU#  76331

This audio program features internationally renowned Dr. Stephen R. Covey teaching how and why to develop a Personal Mission Statement that will help you become the powerful creative force of your life and for good in the lives of others.
HOW TO DEVELOP YOUR FAMILY MISSION STATEMENT™

2-CD SET  SKU# 76330

This audio program features Dr. Stephen R. Covey teaching how and why to develop a family mission statement that will help you create a family life rich with meaningful relationships.

THE 4 LAWS OF FINANCIAL PROSPERITY:
GET CONTROL OF YOUR MONEY NOW

4-CD SET  SKU# 76312

This audio program shows that how much a person earns isn’t nearly as important in achieving financial security as most people think, and that nearly anyone, on any income, can achieve debt-free prosperity.

BUSINESSTHINK™: RULES FOR GETTING IT RIGHT—NOW AND NO MATTER WHAT

4-CD SET  SKU# 76324

A method that bridges the monumental gap between the results businesses and people want and the failure they often get.
THE LEARNING EXPLOSION™: 9 RULES TO IGNITE YOUR VIRTUAL CLASSROOMS

3-CD SET  SKU#  76333

The nine time-tested rules required to create a high-quality, highly engaging training experience, and to successfully transfer your in-person classrooms to live online classrooms.

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SKU#  74919

Based on the kit used in the famous Big Rocks video demonstrating Habit 3: Put First Things First.

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SKU#  76428

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PAPERBACK

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This award-winning guide truly is designed to help you write documents that will achieve the results you expect and need. It goes beyond the basics of grammar and punctuation to address design, graphics, style, and many other aspects of writing.

THE SPEED OF TRUST® LEADER CONVERSATION KIT

SKU# 76568

This kit distills the principles of The Speed of Trust book into a 60-minute structured conversation any leader can conduct with his or her team. The kit includes 15 sets of Trust Action Cards, DVD, and leader guide.

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SKU# 74866

Features an excerpt from A. Roger and Rebecca R. Merrill’s book Life Matters.

THE SPEED OF TRUST® LEADER CONVERSATION KIT

SKU# 76568

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FRANKLINCOVEY STYLE GUIDE

PAPERBACK

SKU# 76560

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31-DAY SAMPLE PLANNER

SKU# 24054

Our 31-Day Sample Planner is a full month of undated “Original” two-pages-per-day planning pages designed to allow you to test the effectiveness of the FranklinCovey Planning System™.

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SKU# 22989

Two hundred fun questions to ignite teamwork and creativity in your staff meetings, brainstorming sessions, and retreats.

LEADERSHIP PUZZLE

SKU# 75299

A “4 Imperatives” desktop puzzle to help leaders stay focused on the outcomes of great leadership.
### THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE® PHONE CASE

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<tr>
<td>IPHONE® 6 PLUS</td>
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Custom-fit plastic 7 Habits case covers the back of the iPhone 6 or iPhone 6 Plus while maintaining their incredibly slim form. The infographic design of the 7 Habits will remind you of the habits each time you pick up your phone.

### POSTERS

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<tr>
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<td>THE 5 CHOICES TO EXTRAORDINARY PRODUCTIVITY*</td>
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<td>THE 7 HABITS OF HAPPY KIDS CHARACTER SET</td>
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<tr>
<td>THE 7 HABITS* TREE (KID VERSION)</td>
<td>75691</td>
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Our global network of client facilitators consistently report that our commitment to them leads the industry. To that point, we strive to provide you with exceptional ongoing support to improve your facilitation experience and increase your own organizational influence. Specifically, there are three services you’ll want to take advantage of:

• White Glove Concierge Service
• Virtual Certification
• FranklinCovey Events—Live Events and Facilitator Improvement Webcasts

White Glove is a concierge-style service just for client facilitators, providing rapid response to your questions about facilitation and content. Although your client partner remains your key contact, White Glove can quickly help you with program content, facilitator and participant materials, current and future certifications, your facilitator ID, navigating the FranklinCovey Website, coaching on facilitation best practices, and any other areas that could increase your facilitation effectiveness.

Through White Glove, you can also send us feedback on our current solutions, suggestions for future offerings, and comments on our areas of excellence, as well as feedback regarding our customer service.

*To our client facilitators outside of North America, please direct your questions to your local office.

Contact White Glove at: email whiteglove@franklincovey.com phone 1-888-894-1776
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1. Log in to the Virtual Certification site at www.franklincovey.com/virtualcertification after you receive your credentials. The first time you log in to the site, you will be prompted to change your password.

2. View your certification materials by clicking on the “Access Certification Materials” button. You will be able to view the content for any of the courses listed under “Your Current Certifications.” If you would like to access the courses displayed under “Certifications to Consider,” contact your client partner to certify.

3. Watch all videos, which will be queued up as soon as you log in to the site. Videos are classified in three different colors:
   - **Orange (Vital)** — These videos are required for you to understand the core principles in the program. Please be sure to review them carefully.
   - **Blue (Supplemental)** — These videos will enhance your content knowledge and facilitation skills.
   - **Green (Certification)** — These videos will help you skillfully teach the content.

Review the content anytime to continue to improve your facilitation skills.
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FranklinCovey hosts hundreds of events annually that are designed to provide current and prospective clients a sampling of our content.

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Our overview events are designed for decision-makers and leaders to evaluate the relevance of FranklinCovey’s solutions in their organization. For dates and locations, or to register, visit www.franklincovey.com/events.

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Breadth and Scalability of Delivery Options

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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. FranklinCovey 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. FranklinCovey has more than 100 offices providing professional services in over 150 countries. For more information, visit www.franklincovey.com. Product and program catalogs can be requested by calling 1-800-331-7716 in the United States or by contacting your local representative outside the United States.

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