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FranklinCovey – All Access Pass Marketing Email Templates

In this document, you'll find an assortment of FranklinCovey communication templates for email marketing and calendar invites. Feel free to use these templates to announce and promote instructor-led training or OnDemand Impact Journeys.

You'll find all of the content included in the VA Leadership Development Framework Learning Guide, as well as three additional courses that we see utilized frequently across VHA.

1. [The 5 Choices to Extraordinary Productivity](#)
2. [Project Management Essentials](#)
3. [7 Habits of Highly Effective People: Signature Edition 4.0](#)
4. [7 Habits of Highly Effective People: Foundations](#)
5. [Presentation Advantage](#)
6. [Writing Advantage](#)
7. [Meeting Advantage](#)
8. [Speed of Trust Foundations](#)
9. [Leading at The Speed of Trust](#)
10. [The 6 Critical Practices For Leading a Team](#)
11. [The 4 Essential Roles of Leadership](#)
12. [Unconscious Bias: Understanding Bias to Unleash Potential](#)
13. [Multipliers: How the Best Leaders Ignite Everyone's Intelligence](#)

If you need templates for courses that are not included, please contact vacare@franklincovey.com and we will find a template for you.

For more resources like this to help you engage your learners around the VHA-wide All Access Pass powered by FranklinCovey, visit the VHA AAP Information Page here - <https://www.franklincovey.com/engage-with-us/vha-aap/>.

You can also explore the world class content available to your by visiting the FranklinCovey solution page here - <https://www.franklincovey.com/Solutions/>.

Thank you for your commitment to learning and your service to America's Veterans!

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THE **5** CHOICES[®]
to extraordinary productivity

The 5 Choices to Extraordinary Productivity

Subject Line: Are you feeling buried alive?

Is your life filled with distractions? Does “grave” fill every moment, preventing you from getting truly important things accomplished? Don’t get buried alive!

Join us for a one-day work session to learn how to be more productive in work and life by making five fundamental choices. *The 5 Choices to Extraordinary Productivity* work session will equip you with the skills to get the right things done to achieve extraordinary results.

LEARN TO:

- Focus on the important in the midst of fierce distractions.
- Plan weekly and daily to achieve your personal and professional goals.
- Combat exhaustion by recharging your mental and physical energy.
- Make technology work for you, not against you.

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PROJECT
MANAGEMENT
ESSENTIALS[™]

Project Management Essentials for the Unofficial Project Manager

Subject Line: Have you become an unofficial project manager?

Virtually everyone manages projects, even if “project manager” isn’t our official job title and we’ve never been trained in project-management methods.

In order to be successful in today’s workplace, we need project-management skills. Join us for *Project Management Essentials for the Unofficial Project Manager*, and learn to implement a disciplined process to execute projects and master informal authority to inspire the team.

LEARN TO:

- Complete projects on time, on budget, and with the highest quality.
- Manage, work on, and deliver projects with less stress, more control, and consistent success.
- Implement a simple, proven process to guide you through successful projects from beginning to end.
- Master the people skills of “informal authority”—so that team members do their best work for the project.

Project Management Essentials for the Unofficial Project Manager was developed with, and accredited by, the Project Management Institute.

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THE 7 HABITS
of Highly Effective People®

SIGNATURE EDITION 4.0

The 7 Habits of Highly Effective People: Signature Edition 4.0

Subject Line: Master the Habits of Effectiveness

Here's your chance to attend the world's premier personal-leadership development program. You'll learn the timeless principles of effectiveness, recently updated with the latest technology and practices. This legendary content has inspired millions of people around the world and will profoundly affect both your work and home life.

LEARN TO:

- Increase your productivity through superb time-management skills.
- Prioritize and achieve your most important goals in both life and work.
- Collaborate more effectively with others by building high-trust relationships.
- Renew your energy, achieve work/life balance, and avoid burnout.

The work session includes a powerful new app, *Living the 7 Habits™*, to support your learning long after the program.

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THE 7 HABITS
of Highly Effective People®

FOUNDATIONS

The 7 Habits of Highly Effective People: Foundations

Subject Line: Build a Foundation of Effectiveness

Here's your chance to attend the world's premier productivity and effectiveness program in a convenient one-day format.

You'll learn the timeless principles of effectiveness, updated with the latest technology and practices to profoundly improve both your work and home life.

LEARN TO:

- Become more productive by mastering time-management skills.
- Achieve your most important goals.
- Work well with others by building high-trust relationships.
- Renew your energy, achieve work/life balance, and avoid burnout.

The work session includes a powerful new app, *Living the 7 Habits™*, to support your learning long after the program.

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**PRESENTATION
ADVANTAGE**

Presentation Advantage

Subject Line: Do you fear public speaking more than dying?

Conquer your jitters and become a captivating public speaker during this one-day work session, *Presentation Advantage*. You'll learn to powerfully inform and persuade one person or one hundred, face-to-face or virtually.

LEARN TO:

- Develop a powerful, clear message.
- Design impactful visuals.
- Deliver with excellence.
- Manage the stress that often comes with presenting.

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Writing—
—Advantage[®]

TOOLS FOR HIGHLY
EFFECTIVE COMMUNICATION

Writing Advantage

Subject Line: Banish Writer's Block

Do you dread a blank Word document and a blinking cursor? Learn the skills to improve the quality, clarity, structure, and results of your written communication in the one-day *Writing Advantage* work session.

LEARN TO:

- Lower the stress of writing.
- Write clear, effective, and compelling documents.
- Reduce the time it takes to write, from draft to final copy.
- Avoid errors and increase your credibility.

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Meeting —
— Advantage

TOOLS FOR HIGHLY
EFFECTIVE COMMUNICATION

Meeting Advantage

Subject Line: No more boring meetings!

Never hold a meeting that wastes time again. Join us for the one-day work session *Meeting Advantage* to learn how to hold focused, purposeful meetings that actually get results.

LEARN A SIMPLE PROCESS TO:

- Plan effective meetings and banish time-wasters.
- Engage the group to focus productively during your meetings.
- Follow through with clarity after the meetings.

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SPEED
OF
TRUST

FOUNDATIONS

Speed of Trust® Foundations

Subject Line: Speed of Trust Foundations

You've probably noticed it yourself; teams with high trust perform better and are just plain better to work with. Learn how you can increase the trust on your team in this one-day work session, *Speed of Trust® Foundations*. You'll work on examples from your current work as you learn thirteen concrete behaviors that you can model to build, maintain, and restore trust. You'll find that communication improves and productivity accelerates—and you'll enjoy working with your team more.

LEARN TO:

- Increase your personal credibility.
- Increase trust with key stakeholders.
- Contribute to an environment of high trust that increases creativity, innovation, and results.
- Extend appropriate "smart trust" to colleagues, vendors, and other partners.

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Leading at the

 SPEED
OF
TRUST

Leading at the *Speed of Trust*

Subject Line: Are you paying “trust taxes”?

Contrary to what most people believe, trust is not a soft, elusive quality that you either have or you don't. It's a learnable skill with an economic impact. Teams and organizations that operate with high trust significantly outperform teams and organizations with low trust.

Increase the trust on your team by focusing on 13 behaviors that, when implemented, will lead to lasting change within your team. High trust can increase your speed to market, employee engagement, growth, innovation, collaboration, and execution.

LEARN TO:

- Turn trust into a strategic advantage for your team.
- Understand the measurable “trust taxes” you might be paying without realizing it.
- Increase the speed of results and lower costs by leveraging high trust.

You will also learn how others perceive your trustworthiness from a personal tQ report.

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THE
**6 CRITICAL
PRACTICES**
FOR LEADING A TEAM*

The 6 Critical Practices for Leading a Team

Subject Line: Are you ready to lead?

You, a first level leader, make a significant impact on every metric in your business: employee productivity and engagement, customer satisfaction and loyalty, innovation, and financial performance. First level leaders are the creators and carriers of culture for your teams and directly influence whether top talent stays or leaves. You are frequently responsible for the quality of the customer experience, and you and your teams are the biggest source of product and process innovation. You are the “Difference Makers” in your business.

Join us for *The 6 Critical Practices for Leading a Team*, and learn the 6 essential skills and tools to get work done with and through other people. This course is a special collection of carefully curated content from proven FranklinCovey offerings. The repurposed mindsets, skillsets, and toolsets provide you with relevant and practical resources to help you excel in this tough and demanding role.

LEARN TO:

- Explore the critical mindset shifts that will maximize your success as a leader of others.
- Increase engagement of team members by conducting regular 1-on-1s, deepen your understanding of team member issues, and help them solve problems for themselves.
- Create clarity about team goals and results; delegate responsibility to team members while providing the right level of support.
- Give feedback to develop team member confidence and competence; improve your own performance by seeking feedback from others.
- Identify specific actions to help team members navigate and accelerate through change and achieve better performance.
- Use weekly planning to focus on the most important priorities, and strengthen your ability to be an effective leader by applying the 5 Energy Drivers.

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The **4** Essential Roles of
LEADERSHIP

The 4 Essential Roles of Leadership

Subject Line: ***The 4 Essential Roles of Leadership***

Even in the most turbulent times, there are four roles leaders play that are highly predictive of success. We call them essential, because as leaders consciously lead themselves and their teams in alignment with these roles, they lay the foundation for effective leadership.

Join us for **The 4 Essential Roles of Leadership**, where you'll learn to create an environment where people want to contribute their best effort, helping your organization achieve its most critical priorities.

Learn to:

- Inspire Trust: Be the credible leader others choose to follow—one with both character and competence.
- Create Vision: Clearly define where your team is going and how they are going to get there.
- Execute Strategy: Consistently achieve results with and through others using disciplined processes.
- Coach Potential: Unleash the ability of each person on your team to improve performance, solve problems, and grow their careers.

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UNCONSCIOUS

BIAS

Understanding Bias to
Unleash Potential

Unconscious Bias

Subject Line: Welcome to our Unconscious Bias Initiative!

As we understand bias, we can address it to create a culture in which everyone thrives. Join us for a one-day work session to learn how to ensure relationships and results aren't inhibited by unconscious bias. This course will equip you with the skills to ensure you:

- Identify and adjust for bias
- Cultivate meaningful connections
- Choose courage in order to make real change

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Multipliers

Subject Line: Welcome to Multipliers!

Thank you for signing up for *Multipliers: How the Best Leaders Ignite Everyone's Intelligence*. You'll soon participate in a transformative experience that will help you think and act in ways that ignite the full intelligence of others. The best leaders aren't just geniuses, they are genius makers. They use their intelligence to make everyone smarter. During the work session you'll:

- See how you might be accidentally shutting others down, despite your best intentions.
- Access and use the untapped capabilities on your team.
- Innovate by encouraging new and bold thinking.
-

In preparation, please answer the following questions. We recommend that you work through your answers with a trusted colleague who knows you well.

- What's a project or situation where you really allowed team members to do their best thinking and work?
- What's a project or situation where you, despite your intentions, caused other people to hold back?
- What's an important opportunity where you need to help your team work differently in the next few months?

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