



# BITE-SIZED PERFORMANCE SUPPORT FOR LEADERS



## The Challenge for Today's Leaders

Your leaders are the difference-makers in your business. They are the creators and carriers of culture for their teams and directly influence whether top talent stays or leaves. They are frequently responsible for the quality of the customer experience—and first-level leaders and their teams are the biggest source of product and process innovation.

They are also incredibly busy, often letting their own learning and development fall to the bottom of their already packed priority list.

### Introducing Jhana® Bite-Sized Performance Support for Leaders

Jhana takes a unique, just-in-time approach to learning about the messy, complex subject of people leadership. It provides actionable tips and advice to help leaders increase their emotional awareness, understand their organizational context, and improve the fundamental and critical human skills required for leadership.

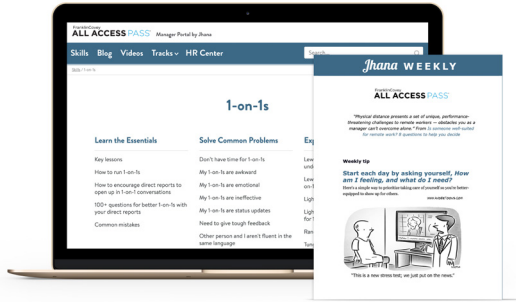
Like a virtual mentor, Jhana helps leaders build their skills over time—delivering practical everyday leadership tips and advice through “push” (weekly email newsletter) and through “pull” (a robust library of more than 1,400 articles, videos, and tools) to help leaders in the moment of need.

THE CHALLENGE	THE SOLUTION
We want sustainment for our learners after participation in a FranklinCovey course.	Jhana's reinforcement enables learners to quickly make behavior changes back on the job. Content maps easily to FranklinCovey solutions, and some of our most popular courses have dedicated support tracks.
Leaders don't make time for their own development. We want to build a culture of continuous learning in our organization.	The newsletter provides a weekly microburst of highly relevant learning in leaders' inboxes, where they're already working. And Jhana content design enables learners to skim and find the solution they need in three minutes or less.
Emerging leaders lack the skills to face everyday challenges effectively.	With Jhana, leaders have easy access to actionable guidance on their most common and toughest daily challenges, such as running effective 1-on-1s, performance management, and difficult conversations.
Nobody uses our existing online library resource.	Jhana's emails are highly engaging—30% higher than Degreed's and 110% higher than MailChimp's education/training industry benchmark. So learners actually use the solution.

## Objectives

Jhana helps leaders:

- 1. Meet business objectives.** Because Jhana is a quick-use resource, managers can problem-solve on the fly and get back to work achieving their goals—whether that’s improving sales numbers, increasing customer satisfaction, or training employees.
- 2. Recruit and retain top talent:** Practical tools help leaders elevate their skills in hiring, coaching, trust-building, developing others, and other essential skills.
- 3. Become more confident and problem-solve:** Jhana’s friendly, informal style wins over even reluctant managers. And the step-by-step guides, worksheets, and sample scripts make it easy for leaders to incorporate their learning into their day-to-day work.



## NOTABLE FEATURES:

- A standard feature that launches with the All Access Pass (opt-out available).
- Weekly email newsletter.
- Mobile-optimized UX.
- Quarterly engagement reports.
- Fresh content added weekly.

 INCLUDED FranklinCovey  
**ALL ACCESS PASS**

The FranklinCovey All Access Pass allows you to expand your reach, achieve your business objectives, and sustainably impact performance. It provides access to a vast library of FranklinCovey content, including assessments, training courses, tools, and resources available live, live-online, and On Demand. For more information, contact your FranklinCovey client partner or call 888-868-1776.