

# Summary of FranklinCovey Core Offerings

## How we engage with clients:



### On-Site Consulting, Training, and Keynotes

- Our consultants deliver results at any level, from the C-suite to a team or department.



### Custom Solutions

- When a client has a unique learning or delivery need, FranklinCovey can customize its solutions.



### Client-Facilitator Certification

- For organizations seeking cost-effective ways to implement solutions involving large populations of managers and frontline workers, FranklinCovey certifies on-site client facilitators to teach our material and adapt it to your organization's needs.



### Interactive and Blended Learning

- For organizations looking for a way to reach a global or distributed work force, FranklinCovey offers *The 7 Habits Interactive*—a highly scalable approach to effectiveness training. Participants are exposed to a self-paced online experience, combining highly interactive e-learning with an optional one-day live training experience.



### Open-Enrollment Public Programs

- For organizations needing professional development for a dispersed work force or education for individuals, FranklinCovey offers nearly 1,200 open-enrollment programs to the public in 120 metropolitan areas throughout the United States.

## About FranklinCovey

FranklinCovey (NYSE:FC) is a global leader in effectiveness training, productivity tools, strategy execution, and assessment services for organizations and individuals. FranklinCovey helps companies succeed by unleashing the power of their work forces to focus and execute on top business priorities. Clients include 90 percent of the Fortune 100, more than 75 percent of the Fortune 500, and thousands of small and mid-sized businesses, as well as numerous government entities and educational institutions. Organizations and individuals access FranklinCovey products and services through corporate training and consulting, licensed client facilitators, one-on-one coaching, public workshops, catalogs, retail stores, and online at [www.franklincovey.com](http://www.franklincovey.com). FranklinCovey has nearly 1,500 associates providing professional services and products in over 140 countries.



## Great Leaders

“I just wrapped up training my VPs and some of their direct reports. It was fantastic. We were able to define what matters most and what jobs should be done. I love the step-by-step process, and the videos really cement the principles. I hope to be able to train at least 200–300 additional key people at Swift in FranklinCovey’s *Leadership* program.”

—Richard Stocking, executive vice-president,  
Swift Transportation

### **Leading at the Speed of Trust™**

FranklinCovey’s *Leading at the Speed of Trust* workshop focuses on trust as a business issue. This two-day workshop teaches leaders how to get better results faster. *Leading at the Speed of Trust* takes an inside-out approach to helping leaders improve trust, extend trust, maintain trust, and rebuild trust. The program covers the 5 “Waves” of Trust, including Self Trust, Relationship Trust, Organizational Trust, Market Trust, and Societal Trust. Leaders will come away with an understanding of how trust affects their personal ability to achieve results, as well as how trust affects the overall success of the organization.

### **Leadership: Great Leaders, Great Teams, Great Results™**

FranklinCovey’s flagship leadership-development program helps leaders develop the mind-set, skill-set, and tool-set required to unleash the talent and capability of their teams and achieve the organization’s highest priorities. The foundational program consists of 20 hours of instructor-led training. This program can be delivered in three consecutive days, three days over time, or five half-day modules.

### **Leadership: Great Leaders, Great Teams, Great Results—For the Public Sector™**

This is FranklinCovey’s *Leadership* program with specific application for government, education, and nonprofit agencies. The foundational program consists of 20 hours of instructor-led training. This program can be delivered in three consecutive days, three days over time, or five half-day modules.

### **Executive Leadership Summit™**

In *Executive Leadership Summit*, senior leaders focus in a retreat-like setting on how to build a great organization. Over five days, executives personally interact with world-renowned leadership experts, as well as “practitioner” counterparts from other organizations, as they explore the definition of leadership greatness and gain new tools and insights into how to achieve it. Through networking activities, peer-to-peer discussions, and team-building exercises, participants work toward real solutions to the challenge of greatness. Facilitated by FranklinCovey’s most senior consultants, *Executive Leadership Summit* strikes the perfect balance between the practical and the aspirational; between personal reflection and roll-up-your-sleeves application.

### **The 7 Habits for Managers™**

*The 7 Habits for Managers* two-day workshop helps managers and leaders attain a solid foundation of essential management competencies. Using the 7 Habits as a framework, this tools- and competency-oriented program helps managers develop the skills to solve the management challenges they face every day, including:

- Improving resourcefulness and encouraging associates to take initiative.
- Defining and making a contribution.
- Prioritizing work around the most important goals.
- Managing performance through Win-Win Performance Agreements®.
- Giving constructive feedback to employees.
- Surfacing best ideas and solutions.
- Developing teams and individual employees.

## **Leadership Foundations: A Workshop for Emerging Leaders™**

*Leadership Foundations* prepares future leaders to take on expanded roles and responsibilities. With an introduction to the 4 Imperatives of Great Leaders, high-potential employees and informal leaders gain skills that will help them make a greater contribution to the organization as they grow and mature. This one-day program is ideally suited for project leaders and high-potential individual contributors.

### **The Leadership Modular Series**

The *Leadership Modular Series* consists of seven different modules derived from the content used in our *Leadership: Great Leaders, Great Teams, Great Results* program. Each module is three to four hours in length, and focuses on specific areas of competencies and behaviors for today's leaders. The modules include:

1. The 4 Imperatives of Great Leaders
2. Inspiring Trust
3. Clarifying Your Team's Purpose and Strategy
4. Building Process Excellence
5. Closing the Execution Gap
6. Winning Customer Loyalty
7. Unleashing Talent

Clients can self-certify with a comprehensive self-certification kit they can receive at no charge.



## Effective Individuals

“FranklinCovey provides an empowering philosophy for life that is also the best guarantee of success in business...a perfect blend of wisdom, compassion, and practical experience.”

— Rosabeth Moss Kanter, editor, *Harvard Business Review*, and author of *Confidence*

### The 7 Habits of Highly Effective People® Signature Program

The timeless principles taught in this three-day program transform participants with profound lessons in personal change that help them attain their full potential at work and in life.

Attendees learn to:

- Take initiative.
- Define mission, vision, and values.
- Balance key priorities.
- Build productive relationships.
- Improve interpersonal communication.
- Leverage creative collaboration.
- Achieve life balance.

### The 7 Habits Interactive™

Harness timeless principles to truly achieve individual and organizational change. Participants go through a self-paced online experience of blended learning, combining highly interactive e-learning with a one-day live training experience. This *7 Habits* offering increases reach to a distributed work force, reduces travel expenses, and decreases time away from the office.

- Learn how to take initiative.
- Break ineffective behaviors and tendencies.
- Create high levels of trust, unity, and synergy.
- Practice continuous improvement.
- Achieve a healthy work/life balance.
- Strengthen relationships.

### The 7 Habits for Associates™

The concepts taught in this one-day introductory workshop allow your organization to develop a common framework for improving the character and capacity of your work force by:

- Increasing retention rates.
- Improving teamwork.
- Improving alignment between work activities and mission and goals.
- Increasing productivity.

### The 7 Habits Maximizer™

This renewal workshop is a one-day experience for past participants of other *7 Habits* workshops. This workshop encourages participants to:

- Increase impact in their current role.
- Gain greater influence over important projects and initiatives.
- Strengthen relationships at work.
- Achieve a healthy work/life balance.

### FOCUS: Achieving Your Highest Priorities™

This one-day time-management workshop teaches productivity skills integrated with a powerful planning system. It helps employees clarify, focus on, and execute their highest priorities—personally and professionally. Individuals learn how to:

- Apply a goal-setting process that gets results.
- Focus daily with a reliable planning system.
- Achieve balance and renewal to avoid burnout.
- Gain control of competing demands.
- Reduce stress by eliminating low-priority activities and distractions.

## **FOCUS for Microsoft® Outlook® or IBM® Lotus Notes®**

These practical, one-day workshops show attendees how to implement FranklinCovey's proven productivity skills using Microsoft Outlook or IBM Lotus Notes.

### **Project Management™**

During this one- or two-day training, attendees learn to complete projects on time, on budget, and within scope. Participants acquire the skills to:

- Implement a project-management process.
- Create a clear vision statement that reflects key stakeholder buy-in.
- Break projects into small pieces to create a plan and a timeline.
- Coordinate project workload with weekly and daily schedules.
- Evaluate success and identify future improvements.

### **Writing Advantage®**

Many professionals spend hours struggling to communicate important information in writing. Unfortunately, most business writing today suffers from poor structure and muddled language. In this one-day workshop, attendees learn to:

- Implement a four-step process to create writing that cuts through clutter.
- Write faster with more clarity.
- Revise and fine-tune documents.

### **Technical Writing Advantage™**

This one-day workshop helps individuals reduce the errors of poorly crafted documents and increase their impact. From white papers to websites to annual reports, participants come away knowing how to:

- Reduce expensive rewrites.
- Comply with the 10 standards of design.
- Transform complex concepts into clear sentences and paragraphs.
- Correct grammar, punctuation, and spelling.

### **Presentation Advantage®**

Business today is strongly influenced by presentations. From internal employee presentations to high-profile sales deals, successful presenters must connect with their audience, powerfully make their points, and motivate listeners to action. In this one-day workshop, participants learn to:

- Design brilliant presentations and deliver them with confidence.
- Understand nonverbal communication to increase participation.
- Create powerful visuals to reinforce main points.

### **Meeting Advantage™**

This skills-based workshop helps workers plan meetings effectively and productively, ending with clear action steps. In this one-day workshop, participants learn to:

- Apply frontloading techniques to ensure clear objectives.
- Keep a meeting focused and moving.
- Use practical follow-through skills for building a pattern of accountability.

### **Championing Diversity™**

This workshop helps participants go beyond tolerance to actively seek out and leverage differences in order to achieve better, sustained results. This one-day program builds the capability of your employees to work together in new and productive ways by:

- Increasing creativity.
- Improving innovation.
- Strengthening collaboration.
- Building deeper trust.
- Increasing understanding.

## Institutionalized Focus and Execution



“FranklinCovey’s *4 Disciplines of Execution* is the most powerful methodology available today for translating business strategy into laser-focused action. The gains in productivity, alignment, and personal engagement are simply outstanding.”

—Jim Huling, CEO, MATRIX Resources, Inc.

### xQ® (Execution Quotient) Organizational Assessment

The xQ—a 27-question, Web-delivered survey—gauges your organization’s execution capability by measuring how sharply employees focus on and execute the organization’s top priorities. The xQ Service is a tool that helps managers improve the consistency of their execution and performance by measuring and addressing factors aligned with the following six principles of execution:

- Clarity of goals
- Commitment to goals
- Translation of goals into action
- Enabling performance by removing barriers
- Synergy, trust, collaboration, communication, and processes
- Accountability to management and to each other for achieving results

### The 4 Disciplines of Execution®: Skills Workshop



In this one- or two-day workshop, individuals learn the principles and skills associated with each discipline and create their own goals and measures relevant to the organization’s priorities.

### The 4 Disciplines of Execution®: Team Work Session



This work session embeds an execution process within a work team to achieve a critical result. During this two-day work session, teams identify the most important goal, determine the measures of success, and create an action plan and accountability for achieving the goal with excellence.

### The 4 Disciplines of Execution®: Manager Certification



This six-month certification process helps leaders identify and execute their highest business priorities by focusing on “wildly important” goals, acting on the lead measures, keeping a compelling scoreboard, and creating a cadence of accountability.

- Bronze Certification: demonstrated adherence to *The 4 Disciplines of Execution* process.
- Silver Certification: continued adherence to the process and verification that measures are on target and influencing the objective.
- Gold Certification: continued adherence to the process and demonstration of achievement of a critical objective.

## What the CEO Wants You to Know: Building Business Acumen™

Understanding the five essential elements of business helps employees align their efforts more closely with the organization’s overall business goals. In this one-day workshop, attendees will learn about the drivers shown below.



#### Cash

How it’s generated and why it’s critical.



#### Margin

The importance of making money and being profitable.



#### Velocity

The process through which you turn inventory or capital.



#### Growth

What creates growth and why.



#### Customers

The simple reasons they buy from some businesses and not from others.



## Custom Client Solutions

Off-the-shelf training programs and tools are great, as long as your problems fit neatly into the solution. But what you really want is a solution thoughtfully designed to fit your problems—not just the issues faced by organizations like yours, but the unique challenges facing your company.

“In addition to unsurpassed instructional-design capabilities, I really felt like [FranklinCovey] took the time to understand our needs and combine our best thinking with their best thinking to come up with a powerful, relevant training experience.”

—Kathy Jones, training manager for Baylor Health Care System

### LEVEL 1 ▼

#### **Level 1 Customization— Customize FranklinCovey curriculum to reflect your brand.**

- Add your company logo (co-brand), name, and corporate colors.
- Make slight modifications to select examples or case studies.
- Add your mission, vision, and values.
- Make slight modifications to the timing of the program.

### LEVEL 2 ▼

#### **Level 2 Customization— Enhance the relevance of the materials to your learners.**

In addition to the Level 1 customization:

- Modify exercises, examples, case studies, and application materials.
- Add graphics.
- Create additional instructions in the facilitator guide to match changes to participant materials.
- Create and modify PowerPoint® slides to match changes to participant materials.

### LEVEL 3 ▼

#### **Level 3 Customization— Add learning segments unique to your organization and culture.**

In addition to Levels 1 and 2 customization:

- Create new content.
- Combine content from several FranklinCovey workshops into one program.
- Combine FranklinCovey content with your own corporate training content.
- Research and collect new data and content to create up-to-the-minute training.

## Give your managers the knowledge and tools they need.

For more information about FranklinCovey core offerings, contact your client partner or call 1-888-705-1776 to be put in touch with someone in your local area who can answer any questions.