



The 7 Habits of Highly Effective People®

Signature Program

Build the Foundation of Effective Leadership

The future of any organization depends on the capabilities of its leadership. It is the leader who charts the course and engages resources in the right direction. Whether your current management is planning for future growth, or you're filling the pipeline of future leaders within your organization, it's important that these key individuals share the same focus, drive, and direction. With The 7 Habits for Highly Effective People Signature Program from FranklinCovey you can develop leaders who foster trust and collaboration—and are focused on sustainable superior performance.

Apply Proven Principles that Develop Leaders with Character and Influence

According to many experts, in the next 20 years corporations will face a crisis as the current generation of leadership retires, leaving millions of key positions with no one to fill them. What's worse, according to FranklinCovey's Execution Quotient, or xQ data, less than 22% of employees feel engaged or committed to their organization's goals. Consider the effects on your business if upcoming leaders lack clear motivation or who are unable to engage others towards shared success. The 7 Habits of Highly Effective People Signature Program teaches a natural process founded on proven principles that helps transform employees from contributors to true leaders.

Shape your organization's future by shaping the people that will take you there. Invest in your future with the dynamic 7 Habits of Highly Effective People Signature Program. This workshop will help the leaders of your organization develop the skills needed to improve personal and professional effectiveness, increasing trust and influence in their roles.

Participants will:

- *Improve results at the personal and professional level*
- *Develop more meaningful relationships, increasing the ability to work both with and through others*
- *Increase effectiveness and productivity by focusing on the things most important to the organization*
- *Achieve a healthy work/life balance*

Delivering on the Promise of Effectiveness

The Signature Program is taught as a three-day, facilitator-led workshop in a public or on-site setting. Certification is available for clients wanting to teach this program to their organization. The 7 Habits of Highly Effective People Signature Program follows a reinforced learning process that includes the following:

- *A rich, comprehensive guidebook*
- *A Time Matrix door hanger to help participants focus and minimize distractions at the office*
- *A "talking-stick" tool to illustrate the principles of effective communication*
- *A "Seven-Week Contract" with resources to help participants internalize and implement the principles after the workshop*
- *A DVD with clips of key videos from the program*
- *An audio CD with excerpts from the 7 Habits*
- *A FranklinCovey planning system**
- *A copy of the best-selling book, The 7 Habits of Highly Effective People**

**Included in Public Programs, recommended for on-site programs*

See reverse side for the 7 Habits 3-Day Signature Program outline





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The Proof is in The Process

As the recognized leader in individual and organizational effectiveness, FranklinCovey’s The 7 Habits of Highly Effective People Signature Program is based on the No. 1 best-selling business book of all time: *The 7 Habits of Highly Effective People* by Stephen Covey. The results are real and measurable. By making people effective, your organization can be effective.

COURSE TIMELINE	CORE COMPETENCIES	PERFORMANCE STATEMENTS PARTICIPANTS WILL BE ABLE TO:
DAY 1: AM	HABIT 1 Be Proactive®	<ul style="list-style-type: none"> • Take initiative • Manage change • Respond proactively • Keep commitments • Take responsibility and have accountability • Have a positive influence on results
DAY 1: PM	HABIT 2 Begin with the End in Mind®	<ul style="list-style-type: none"> • Define vision and values • Create a mission statement • Set measurable team and personal goals • Start projects successfully • Align goals to priorities • Focus on desired outcomes
DAY 1: PM	HABIT 3 Put First Things First®	<ul style="list-style-type: none"> • Execute strategy • Apply effective delegation skills • Focus on important activities • Apply effective planning and prioritization skills • Balance key priorities • Eliminate low priorities and time wasters • Use planning tools effectively • Use effective time-management skills
DAY 2: AM	HABIT 4 Think Win-Win®	<ul style="list-style-type: none"> • Build high-trust relationships • Build effective teams • Apply successful negotiation skills • Use effective collaboration • Build productive business relationships
DAY 2: PM	HABIT 5 Seek First to Understand, Then to be Understood®	<ul style="list-style-type: none"> • Apply effective interpersonal communication • Overcome communication pitfalls • Apply effective listening skills • Understand others • Reach mutual understanding • Communicate viewpoints effectively • Apply productive input and feedback • Apply effective persuasion techniques
DAY 3: AM	HABIT 6 Synergize®	<ul style="list-style-type: none"> • Leveraging diversity • Apply effective problem solving • Apply collaborative decision making • Value differences • Build on divergent strengths • Leverage creative collaboration • Embrace and leverage innovation
DAY 3: PM	HABIT 7 Sharpen the Saw®	<ul style="list-style-type: none"> • Achieve life balance • Apply continuous improvement • Seek continuous learning

For more information, visit: www.franklincovey.com.

