

### Apply Proven Principles That Promote Personal Growth and Achieve Results

According to a recent study, losing an employee costs organizations 70 percent to 200 percent of the employee's salary. The solution is to increase the sense of involvement of all employees toward the company's mission and goals. *The 7 Habits of Highly Effective People Introductory Workshop for Associates* helps all employees tap into the best they have to give. The workshop will empower them to resolve work/life imbalances, understand their potential, manage time, increase accountability, and achieve their goals.

Invest in your staff-level employees' potential with the dynamic *The 7 Habits of Highly Effective People Introductory Workshop for Associates*. This workshop will help your employees develop the skills needed to improve personal and professional effectiveness for better results.

#### Participants will learn how to:

- Improve retention rates, especially in high-turnover positions.
- Improve teamwork.
- Increase alignment between work activities and the company's mission and goals.
- Increase productivity and accountability.

### Align Your Organization From Top to Bottom

Successful organizations and teams depend on personal performance, and personal effectiveness is nowhere more important than with your nonmanagerial, administrative, and staff-level employees. True fully-aligned workforce performance demands that all employees share a common vision around your organization's mission, values, and goals, and that individuals be effective, both personally and professionally.

### Delivering on the Promise of Effectiveness

*The 7 Habits of Highly Effective People Introductory Workshop for Associates* minimizes off-line time and is taught as a one-day, facilitator-led workshop in a corporate or on-site setting. The workshop follows a reinforced learning process that includes the following:

- Participant guidebook
- Participant Resource Audio CD
- Participant job aid
- Rich peer-to-peer learning experience

*NOTE: It is strongly recommended that participants of on-site and facilitator-led workshops include a 7 Habits Planner as part of their participant materials. Public program participants receive the 7 Habits Planner and the 7 Habits paperback book.*

### The Proof Is in the Process

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

## Build a Foundation of Effectiveness Throughout Your Organization

With FranklinCovey's one-day *The 7 Habits of Highly Effective People Introductory Workshop for Associates*, you can achieve sustainable superior performance across your entire organization. The universal principles taught in this workshop allow you to develop a common framework for improving character and harnessing the capacity of your workforce. This is even more critical as a new generation enters the workplace with a new set of values, perceptions, and expectations.

Course Outline		Core Competencies— Participants will be able to:
A.M.	<b>Habit 1</b> Be Proactive®	<ul style="list-style-type: none"> <li>• Take initiative.</li> <li>• Manage change.</li> <li>• Take responsibility and have accountability.</li> </ul>
	<b>Habit 2</b> Begin With the End in Mind®	<ul style="list-style-type: none"> <li>• Define vision and values.</li> <li>• Set measurable team and personal goals.</li> <li>• Align goals to priorities.</li> <li>• Focus on desired outcomes.</li> </ul>
	<b>Habit 3</b> Put First Things First®	<ul style="list-style-type: none"> <li>• Execute strategy.</li> <li>• Focus on important activities.</li> <li>• Apply effective planning and prioritization skills.</li> <li>• Use planning tools effectively.</li> </ul>
P.M.	<b>Habit 4</b> Think Win-Win®	<ul style="list-style-type: none"> <li>• Build high-trust relationships.</li> <li>• Apply successful negotiation skills.</li> <li>• Use effective collaboration.</li> <li>• Build productive business relationships.</li> </ul>
	<b>Habit 5</b> Seek First to Understand® Then to Be Understood	<ul style="list-style-type: none"> <li>• Apply effective interpersonal communication.</li> <li>• Overcome communication pitfalls.</li> <li>• Understand others.</li> <li>• Communicate viewpoints effectively.</li> </ul>
	<b>Habit 6</b> Synergize®	<ul style="list-style-type: none"> <li>• Apply effective problem solving.</li> <li>• Apply collaborative decision making.</li> <li>• Value differences.</li> <li>• Embrace and leverage innovation.</li> </ul>
	<b>Habit 7</b> Sharpen the Saw®	<ul style="list-style-type: none"> <li>• Achieve life balance.</li> <li>• Apply continuous improvement.</li> <li>• Seek continuous learning.</li> </ul>

For more information, visit: [www.franklincovey.co](http://www.franklincovey.co)  
or call 1-888-868-1776.