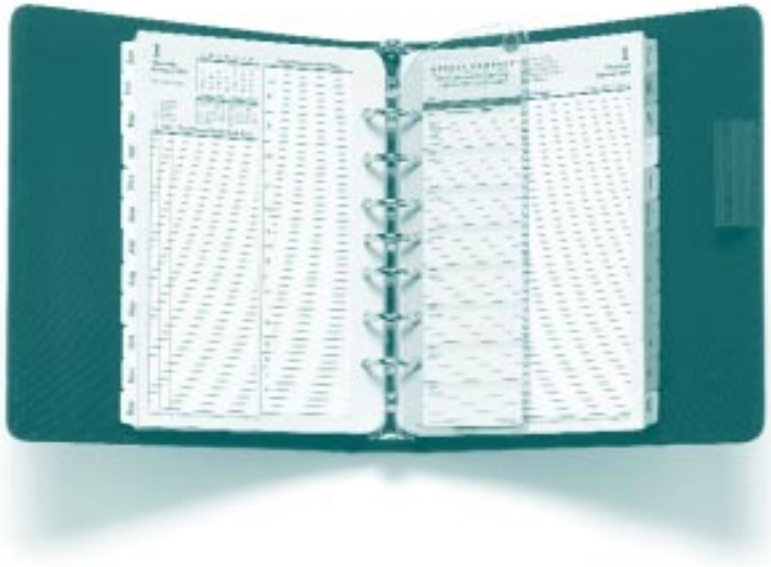

Focus.

We all have priorities. We all have certain responsibilities and opportunities that we consider the most important. In the pressures of everyday living, we often find ourselves spending too much time dealing with the things that aren't the most important. That's where FranklinCovey can help.

This 31-Day Sample FranklinCovey Planner will help you discover how millions of people worldwide stay focused on their highest priorities and, as a result, achieve greater productivity. No more will you find yourself "busy" all day but look back and feel that you didn't accomplish anything. Study the steps and hints included in this sample. Try it out for a month. We're confident that when you see the difference one month of being organized can make, you'll want to know more. And we'll be ready to help.

FranklinCovey

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Getting to Know Your FranklinCovey Planner

This 31-day Sample FranklinCovey Planner is formatted just like the world-famous two-pages-per-day FranklinCovey Planning Pages, so you can "test drive" the tool millions use to achieve greater productivity. It also includes introductions to other valuable ideas, products, and resources. Be sure to familiarize yourself with these concepts—and the great sense of accomplishment that accompanies them.

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Meet the FranklinCovey Planning System

The FranklinCovey Planning System is just that—an entire system for organizing the different aspects of your life. Much more than a date book, the FranklinCovey Planning System consists of several components which work together for comprehensive life management:

1. Planning Pages
The tabs and pages you need to schedule daily and advance events, track prioritized tasks, and reference important notes and commitments.

2. Starter Pack
The starter pack includes non-dated reference materials to help you manage detailed personal information, strengthen your roles and relationships, track important names and addresses, adapt the planning system to your individual needs, and ultimately accomplish your goals.

3. Storage Binder
The storage binder offers the most convenient way to store pages for future months and archive past months for ongoing reference.

4. Binders and Accessories
Protect and personalize your planning pages with a binder and accessories that suit both your style and the way you work.

Order Your Own FranklinCovey Planning System Today

FranklinCovey wants to make life's tasks easier to handle—and that includes ordering your own complete planning system. Just choose the purchasing method that's easiest for you.

CALL (800) 654-1776
We're available 24 hours a day, Monday through Saturday, to take your order, or to send you our latest catalog.

CLICK www.franklincovey.com
Order all your FranklinCovey tools and learn about additional resources online.

VISIT our retail stores
Just call (800) 360-8118 to find the store nearest you.

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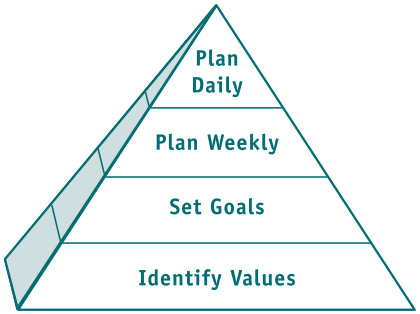
FOCUS: Achieving Your Highest Priorities

The FranklinCovey® Planning System is an important tool to implement proven principles of effectiveness and personal productivity. Produced by FranklinCovey, the premier provider of time management and life leadership training, the FranklinCovey Planning System is also coupled with the time management principles presented in our NEW flagship workshop, FOCUS: Achieving Your Highest Priorities. (See page 84 for workshop information.)

- **Identify** who you are, what you value most, and what you want to do with your life.
- **Set goals** that coincide with your values and create a time frame for achieving them.
- **Plan weekly** using the FranklinCovey Planning System as your road map.
- **Plan daily** to achieve your highest priorities.

In addition, in the Focus workshop from FranklinCovey, workshop participants discover how to clarify, focus, and execute on the highest priorities—personally and professionally. The Focus workshop is taught in public workshops nationwide or customized for organizations.

To get the most out of your FranklinCovey Planning System, enroll in a Focus workshop. Call (888) 754-1776 for more information.



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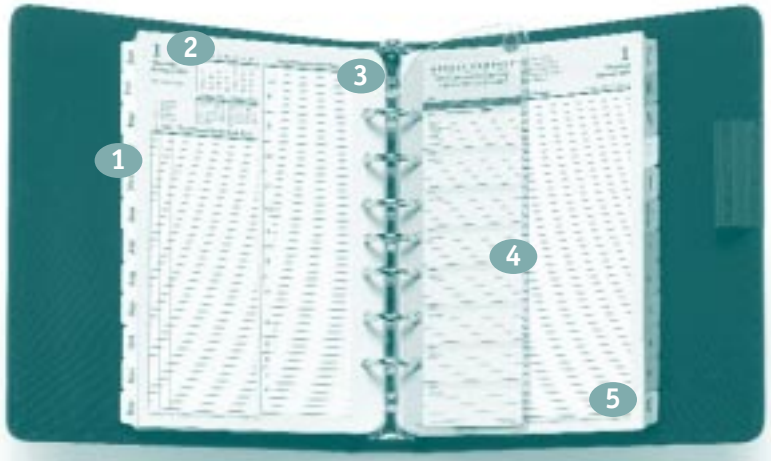
Organize and Access Information Quickly

The most important and most frequently used features of the FranklinCovey planner are available instantly—all on today's page.



1 Prioritized Daily Task List
List what you want and need to accomplish today. Prioritize by importance, not just urgency.

2 Legend of Symbols
Symbols help record progress on the day's tasks.

3 Daily Appointment Schedule
Hours are divided into intervals to help allocate your time.

4 Weekly Compass®
Support your commitment to improvement in each of your key roles and responsibilities by keeping your weekly goals prominent every day. Weekly Compass cards are included with this 31-day sample.

5 Daily Notes
Plenty of space to record meeting notes, important conversations, ideas, and any other pertinent information.

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Available in Four Sizes

The FranklinCovey planner is available in four sizes: Pocket, Compact, Classic, and Monarch. Choose the size and format that best suits your needs. This sample planner is Classic size.

POCKET
Page size 3½″ x 6″ (89 mm x 153 mm)

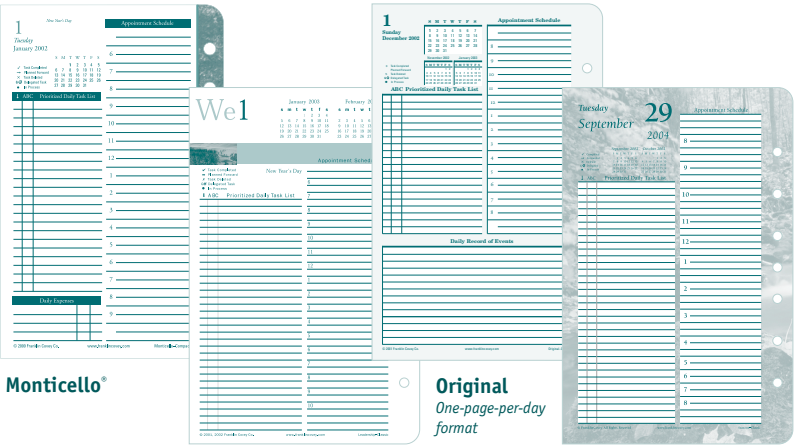
COMPACT
Page size 4½″ x 6¾″ (108 mm x 172 mm)

CLASSIC
Page size 5½″ x 8½″ (140 mm x 216 mm)

MONARCH
Page size 8½″ x 11″ (216 mm x 280 mm)

Distinctive Designs

A wide variety of distinctive, beautiful designs are available to meet a broad range of tastes, lifestyles, and interests. New designs are introduced frequently.



Monticello®

Leadership

Original
One-page-per-day format

Seasons®

UNDATED MONTHLY CALENDAR—First, fill in the dates for the month. Next, record events that require you to physically be in a specific place at a specific time. Finally, record each commitment on the corresponding daily page.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

Master Task List—The Master Task List is where you keep tasks that you need to accomplish during the month but are unsure about when you will complete them. List everything you want or need to accomplish personally and professionally. Key assignments, household projects, and important tasks are perfect for the Master Task List.

_____ _____

Master Task List

Personal		Business	

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There's no such thing as a hero—only ordinary people asked extraordinary things in terrible circumstances—and delivering.
—Timothy Mo

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We pay a price when we deprive children of the exposure to the values, principles, and education they need to make them good citizens.
—Sandra Day O'Connor

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If you want to be vice president, stand out here in the rain in your underwear and let everybody see what you're made of.
—Nicholas Frederick Brady

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Keep away from people who try to belittle your ambitions. Small people always do that, but the really great make you feel that you, too, can become great.
—Mark Twain

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It is not a bad thing that children should occasionally, and politely, put parents in their place.
—Colette

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I know why families were created, with all their imperfections. They humanize you. They are made to make you forget yourself occasionally, so that the beautiful balance of life is not destroyed. —Anaïs Nin

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In every society some men are born to rule, and some to advise.
—Ralph Waldo Emerson

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The worth of the state, in the long run,
is the worth of the individuals composing it.
—John Stuart Mill

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Better keep yourself clean and bright; you are the window through which you must see the world.
—George Bernard Shaw

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When one is a social failure, the reasons are as clear as day.
—Arnold Lobel

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The ability to learn is older—as it is also more widespread—than is the ability to teach.
—Margaret Mead

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There is no right to strike against the public safety by anybody, anywhere, at any time.
—Calvin Coolidge

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Brave men are a city's strongest tower of defense.
—Alcaeus

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I always say that a successful parent is one who raises a child so that they can pay for their own psychoanalysis.
—Nora Ephron

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Children are likely to live up to what you believe of them.
—Lady Bird Johnson

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Let us have faith that right makes might; and in that faith let us to the end dare to do our duty as we understand it.
—Abraham Lincoln

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A happy woman has no cares at all. A cheerful woman has cares but has learned how to deal with them.
—Beverly Sills

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Always be smarter than the people who hire you.
—Lena Horne

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The true worth of a race must be measured by the character of its womanhood.
—Mary McLeod Bethune

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We have…come to this hallowed spot to remind America of the fierce urgency of now.
—Martin Luther King Jr.

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We thought we were running away from the grownups, and now we are the grownups.
—Margaret Atwood

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He that would govern others, first should be the master of himself.
—Philip Massinger

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It's the friends you can call up at 4 a.m. that matter.
—Marlene Dietrich

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Few things can help an individual more than to place responsibility on him, and to let him know that you trust him.
—Booker T. Washington

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Teaching was the hardest work I had ever done,
and it remains the hardest work I have done to date.
—Ann Richards

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Loneliness is the poverty of self; solitude is the richness of self.
—May Sarton

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↓ ABC Prioritized Daily Task List

Appointment Schedule

8

9

10

11

12

1

2

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8

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- Commitments
- Journal Entry
- Thoughts & Ideas
- Agendas
- Conversations

Leadership is the art of getting someone else to do something you want done because he wants to do it.
—Dwight D. Eisenhower

Month _____ **Year** _____ **Day** _____

Daily Notes

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28

Day _____

Month _____

Year _____

✓ Completed
→ Forwarded
✕ Deleted
G ✓ Delegated
● In Process

↓ ABC Prioritized Daily Task List

Appointment Schedule

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- Commitments
- Journal Entry
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Civilization is a method of living and an attitude of equal respect for all people.
—Jane Addams

Month _____ **Year** _____

28

Day _____

Daily Notes

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29

Day _____

Month _____

Year _____

✓ Completed
→ Forwarded
✕ Deleted
G ✓ Delegated
● In Process

↓ ABC Prioritized Daily Task List

Appointment Schedule

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- Commitments
- Journal Entry
- Thoughts & Ideas
- Agendas
- Conversations

Perhaps one of the most important accomplishments of my Administration has been minding my own business.
—Calvin Coolidge

Month _____ **Year** _____ **Day** _____

Daily Notes

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30

Day _____

Month _____

Year _____

✓ Completed
→ Forwarded
✕ Deleted
G ✓ Delegated
● In Process

↓ ABC Prioritized Daily Task List

Appointment Schedule

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The family is the building block for whatever solidarity there is in society.
—Jill Ruckelshaus

- Commitments
- Journal Entry
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- Agendas
- Conversations

Month _____ **Year** _____ **Day** _____

Daily Notes

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31

Day _____

Month _____

Year _____

✓ Completed
→ Forwarded
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G ✓ Delegated
● In Process

↓ ABC Prioritized Daily Task List

Appointment Schedule

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A child's conduct will reflect the ways of his parents.
—Arnold Lobel

31

- Commitments
- Journal Entry
- Thoughts & Ideas
- Agendas
- Conversations

Month _____ **Year** _____ **Day** _____

Daily Notes

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Defining Values

The FranklinCovey planner is designed so you can plan your everyday activities in harmony with your deepest values—the core principles that govern your behavior. Your mission statement is a great start to identifying and clarifying your values. All FranklinCovey planners contain a Values form like this one to record your values, which in turn are used to help you create meaningful long-range and intermediate goals. A sample form is provided for your use on the following page.

Values

Value: Professionalism

Clarifying Statement: I do excellent work every day.
I am open to the ideas of others.
I have a positive attitude.
I am a team player.

Value: Fitness

Clarifying Statement:
I am energetic and have adequate strength to accomplish the physical and mental tasks I undertake.
I am physically active, getting enough exercise to help maintain a weight consistent with my height and build.

Value:

Clarifying Statement:

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Values

Value:

Clarifying Statement:

Value:

Clarifying Statement:

Value:

Clarifying Statement:

Value:

Clarifying Statement:

Value:

Clarifying Statement:

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Writing a Mission Statement

One of the most powerful methods to cultivate a life of purpose and vision is to create and live by a Personal Mission Statement, philosophy, or creed. Such statements capture what you want in life—qualities you want to develop, what you want to accomplish, and what contributions you want to make. Clarity on these issues is critical. It affects the goals you set, the decisions you make, the views you hold, and the ways you spend your time.

A mission statement based on correct principles becomes a standard for an individual. A personal constitution, it is the basis for making life-directing decisions as well as daily decisions in the midst of circumstances and emotions that affect your life.

Don't become overwhelmed by the task of writing a mission statement. First, write a rough draft and refine it over the next several weeks or months. To help you get started, ask yourself the following questions:

- What would I really like to be and do in my life?
- What are my greatest strengths?
- How do I want to be remembered?
- Who is the one person who has made the greatest positive impact in my life?
- What have been my happiest moments in life?
- If I had unlimited time and resources, what would I do?

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Because each individual is unique, a mission statement will reflect that uniqueness, both in content and form. An effective mission statement may consist of a few words or several pages. Mission statements can be written in poetry, prose, music, or art, and written for individuals, couples, families, or organizations.

Writing a mission statement is not a "to do" list to be checked off. To be empowering, it has to become a living document. You must ponder it, memorize it, review it, update it, and write it into your heart and mind.

Mission Statement Workshop

This mission statement workshop may be used to help you create a mission statement or to examine your current mission statement. The questions are designed to help you think deeply about your life.

What Matters Most to You?

List those things that are most important in your life.

_____

_____

_____

_____

_____

_____

How effective are you at keeping these things first in your life? Why?

_____

_____

_____

_____

_____

_____

_____

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Two Important Questions

Now that you have identified what matters most, take a few minutes to answer the following questions. Your responses will assist you in the continual exploration of your mission statement.

If you were to do one thing in your professional life that would have the most positive impact, what would that one thing be?

If you were to do one thing in your personal life that would have the most positive impact, what would that one thing be?

Influential People

Who are the people who have most influenced your life?

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What outstanding characteristics or attributes do you admire in these people?

Which of these qualities do you value enough to include in your mission statement?

Record your mission statement, philosophy, or creed. Your mission statement is your personal constitution and represents the deepest and best within you.

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Determining Roles

You live your life in terms of many roles—at work, in your family, in your community, and in other areas of your life. Use the sample Roles form provided on the next page to define your roles.

Some areas of your life, such as your profession, may involve several roles. You may have one role in administration, one in marketing, and one in athletic coaching. Project yourself forward in time and write a brief statement of how you would most like to be described in each particular role. By writing these descriptive statements, you will begin to visualize your highest self and identify the values you want to live by.

Roles

Role: Administrator

Key people related to this role: Manager–Maren, Sales–Rob

Clarifying Statement: I communicate with my coworkers in a clear, open, and timely manner. I cooperate with my coworkers to define goals and then trust them to fulfill their responsibilities. I am always available to help.

Role: Marketer

Key people related to this role: Marketing Director–Jon, Sales–Sally

Clarifying Statement: I am aware of the latest marketing trends and what our competitors are doing. I promote innovation within our group to anticipate market demand and provide new products and services.

Role: Coach

Key people related to this role: Assistant–Doug, players

Clarifying Statement: I love soccer and appreciate the benefits of the sport. I will pass this on to the players. I am a guidance counselor, not a dictator.

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Roles

Role

Key people related to this role

Clarifying Statement

Role

Key people related to this role

Clarifying Statement

Role

Key people related to this role

Clarifying Statement

Role

Key people related to this role

Clarifying Statement

Role

Key people related to this role

Clarifying Statement

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Setting Goals

Long-range goals are dreams with deadlines. They provide a link between your core values and your weekly and daily activities. By organizing long-range goals into smaller, more manageable steps, you consistently accomplish what matters most in your life. Weekly planning helps you incorporate these smaller steps into your week and day. Daily planning enables you to prioritize your daily tasks and stay focused.

To set an effective long-range goal, ask yourself three vital questions:

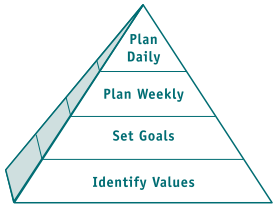
- What do I want to accomplish?
- Why do I want to do it?
- How will I do it?

A sample Goal Planning form is provided on the following page.

Goal Planning

Value/Mission/Role (why?):

I am creative



Goal (what?/when?):

Six months from today, I will submit an article to Writer's Magazine.

	Steps (how?)	Deadlines
	Research subject matter	Mar 15
	Evaluate personal ideas on subject matter	Mar 31
	Write personal draft	May 4

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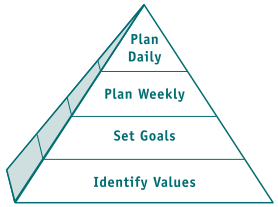
Goal Planning

Value/Mission/Role (why?):



Goal (what?/when?):

	Steps (how?)	Deadlines

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So how do I begin?

The FranklinCovey Starter Kit puts it all together for you.

FranklinCovey makes getting organized easier than ever with our Starter Kit. This complete set of planning tools includes key components of the FranklinCovey Planning System all in one package. The kit saves you the hassle of ordering several items—and saves you 20 percent of the cost. Not only will you get the tools you need for less than if you purchase them separately, the Starter Kit also includes a 10 percent discount coupon for use with your next FranklinCovey purchase.

The Starter Kit Includes:

A) Twelve months of dated daily planning pages
B) Twelve months of tabbed monthly calendars
C) Personal Management Section that includes:
- Five years of future planning calendars
- Address/phone tabs and pages
- Values, Goals, and Mission Statement planning forms and tabs
- Twenty Information Record forms for projects, meetings, etc.
- Twenty Cut-away Daily Notes forms
- Twenty Lined Pages
- Five numbered tabs
- Automobile Information and Servicing form
- Weights and measures reference sheet
- Sample expense and budget worksheets
- Tracking sheets for personal, family, and medical information
- Personal web site tracking form
- Toll-free number and useful web site reference sheet

D) Pouch pagefinder
E) Fifty-two Weekly Compass® cards with cardholder pouch
F) Zipper pouch and photo pouch
G) Quick Start Guide
H) Storage case for storing used and future pages
I) Satellite note pad *(Satellite not available in Pocket size.)*
J) Vinyl Binder (burgundy)

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There's Even More to Effectiveness

What could make getting your new FranklinCovey Planning System even better? Getting helpful and stylish accessories and tools to go with it. FranklinCovey offers a variety of add-on products that help make your system even more effective for you.

Binders and Totes

Your planning system doesn't just say you're organized. It says a lot about your style—especially when displayed in a great-looking binder. FranklinCovey has high quality binders and totes in a variety of colors, fabrics, leathers, pockets, closures, and more.

Forms and Storage Products

Your management style is as unique as your lifestyle. And we have the tools to help you accommodate both. FranklinCovey forms range from expense report envelopes and auto mileage logs to health and fitness trackers and simple blank or lined pages. You can archive your pages the way you prefer to work, too, with storage binders and sleeves.

Writing Instruments

Make your mark with quality writing instruments that range from whimsical to elegant designer styles.

Handheld Devices and Technology Solutions

Planning isn't just for paper anymore. FranklinCovey incorporates our same tools and principles in high-tech formats including handheld devices and desktop software.

Wireless Phones and Services

Mobile technology helps people accomplish even more during the day—so it only makes sense FranklinCovey would help you find the phone and service that will work best for you. Some phones even offer integration with other FranklinCovey technology tools.

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FOCUS

ACHIEVING YOUR HIGHEST PRIORITIES

Learn to Identify, Focus on, and Execute Your Highest Priorities on a Day-by-Day Basis

Picture yourself making a meaningful impact on the job every day—free from the mire of information overload and competing demands on your time. Imagine balancing all your roles at work and at home more effectively. When you are focused on your highest priorities, you leave little room for crisis, stress, and frustration.

Helping you rise to a new level of productivity is what the FOCUS: Achieving Your Highest Priorities workshop is all about. In one day, you can improve your performance, reduce stress, and learn how to use the FranklinCovey Planning System to stay focused long after your training is finished. Expert presenters, thought-provoking videos, group discussion, and hands-on exercises teach you the essential skills you'll need.

- Explore what you value most and what you want most to accomplish in your lifetime.
- Prioritize your weeks and days to coincide with your goals and maintain balance in all your roles both at work and at home.
- Maintain focus using the FranklinCovey Planning System as your daily road map.

FOCUS: Achieving Your Highest Priorities is taught in public workshops nationwide or can be customized for your organization. **CALL (888) 754-1776** for more information.

The 7 Habits® Workshop

Boost Effectiveness with The 7 Habits®

Initiate Positive Change in Your Organization

The 7 Habits will help you:

- Increase overall effectiveness
- Strengthen relationships at all levels
- Heighten ability to cope with change
- Improve quality of cohesive work teams
- Create better client relations and customer loyalty
- Experience fewer misunderstandings

The 7 Habits of Highly Effective People® Three-Day Workshop

Brought to life by the best-selling business book of all time and anchored by proven principles of effectiveness, the 7 Habits® three-day workshop can be a life-changing experience. Participants learn to see, think, and act differently to achieve better results.

The 360° Profile

FranklinCovey offers 360° profiles in conjunction with The 7 Habits workshop and ties the results directly into the facilitation of the course. Each participant receives a report from peers, direct reports, and management specific to his or her strengths and weaknesses. By identifying key areas for improvement to a particular habit, the attendee can focus immediately on improvement. This report can serve as a baseline for long-term behavior change.

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The 7 Habits Online, On Demand

The 7 Habits of Highly Effective People—Online Edition is a self-paced program flexible enough for anyone with access to the Internet. Whether you can't get away for extended classroom training or if you simply prefer a series of working sessions over several weeks, this multi-media program is an ideal format.

The Online Edition covers skills such as:

- Taking initiative and responsibility
- Focusing on key priorities
- Building Win-Win® business relationships
- Communicating effectively
- Valuing diversity
- Practicing continuous improvement

Boost Effectiveness in Under 30 Minutes with Rapid Performance Modules

Absorbing essential effectiveness skills doesn't need to take days or hours—you can do it in minutes at a time with our unique Rapid Performance™ Modules. As a resource of sixteen modules, these learning tools—pages designed to easily fit in your planner—help you or your co-workers focus on one skill at a time.

Use Rapid Performance™ Modules to:

- Preview (or follow up) classroom training
- Guide learning in work groups
- Work on specific competency gaps
- Brush up on particular skills before a crucial meeting or event

For more information on The 7 Habits® products and workshop from FranklinCovey, **CALL (800) 882-6839**.

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