

THE 7 HABITS of Highly Effective People®



HELP EVERY INDIVIDUAL BECOME HIGHLY EFFECTIVE

The 7 Habits of Highly Effective People Signature Programme



“Real character development begins with the humble recognition that we are not in charge, that principles ultimately govern.”

—Dr. Stephen R. Covey

▶ OUTCOMES

FranklinCovey's *The 7 Habits of Highly Effective People Signature Programme*

1. Individuals learn how to take initiative.
2. Individuals develop a mission, vision and values within their organisation.
3. Individuals learn how to balance key priorities.
4. Individuals improve interpersonal communication.
5. Individuals learn how to leverage creative collaboration.
6. Individuals apply principles for achieving a balanced life.

Challenge:

How do you improve workforce effectiveness?

An effective organisation is driven by individual strengths. Unfortunately, with common distractions, conflicting priorities, unclear objectives, poor communication and lack of trust, it's easy to burn out and lose focus.

Why Does Individual Effectiveness Matter?

FranklinCovey recently surveyed a representative sampling of more than 12,000 workers in North America to find out if people perceive an “effectiveness gap” in their organisation. Here are a few of the survey questions and some telling results:

| In my organisation... | Percentage Who Agree |
|---|----------------------|
| 1. People take the initiative to get the job done. | 54% |
| 2. We discuss tough issues candidly. | 46% |
| 3. We do not undermine each other. | 37% |
| 4. People avoid blaming others when things go wrong. | 30% |

| In my own work... | Percentage Who Agree |
|---|----------------------|
| 1. My work goals are written down. | 33% |
| 2. I take time each workday to identify and schedule activities around our most important goals. | 36% |
| 3. I plan activities that allow me to continuously improve my performance. | 34% |
| 4. I spend [percentage of work time] on the most important goals of my unit. | 60% |

Count the Cost of Ineffectiveness

Consider the price paid by an organisation when—

1. **Only half** the people show initiative.
2. **Fewer than half** feel they can talk candidly about tough issues.
3. **Only a third** of the people have individual work goals.
4. **Only a third** plan how to use their time.
5. **Only a third** are thinking about how to improve their performance.
6. **People spend two of every five hours** on unimportant matters—other people’s issues, internal bureaucracies, hidden agendas, politics, or departmental and interpersonal conflict.

The Solution:

The 7 Habits of Highly Effective People Signature Programme—Helping People Change From The Inside Out

For 25 years, FranklinCovey has helped millions become more effective in their work and personal lives. Based on the proven principles found in Stephen R. Covey’s best-selling business book, *The 7 Habits of Highly Effective People Signature Programme* helps your company achieve sustained superior results by focusing on making individuals and leaders more effective. From part-time receptionists to top-level executives, *The 7 Habits of Highly Effective People Signature Programme* breaks down barriers to success while laying a foundation of effectiveness for individuals, employees and leaders.

How to Help Your Workforce Increase Effectiveness

This three-day intensive programme provides fundamental effectiveness

| | URGENT | NOT URGENT |
|---------------|--|---|
| IMPORTANT | I <ul style="list-style-type: none"> • Crises • Pressing problems • Deadline-driven projects, meetings, reports | II <ul style="list-style-type: none"> • Preparation • Prevention • Planning • Relationship building |
| NOT IMPORTANT | III <ul style="list-style-type: none"> • Needless interruptions • Unnecessary reports • Unimportant meetings phone calls, mails, e-mail • Other people’s minor issues | IV <ul style="list-style-type: none"> • Trivia, busywork • Irrelevant phone calls, mail, e-mail • Time-wasters • “Escape” activities • Excessive TV, Internet, relaxation |

for everyone—top to bottom—in your organisation. Participants gain hands-on experience, applying timeless principles that yield greater productivity, improved communication, strengthened relationships, increased influence and laser-like focus on critical priorities.

Habit 1: Be Proactive®

Principle: I am free to choose and am responsible for my choices.

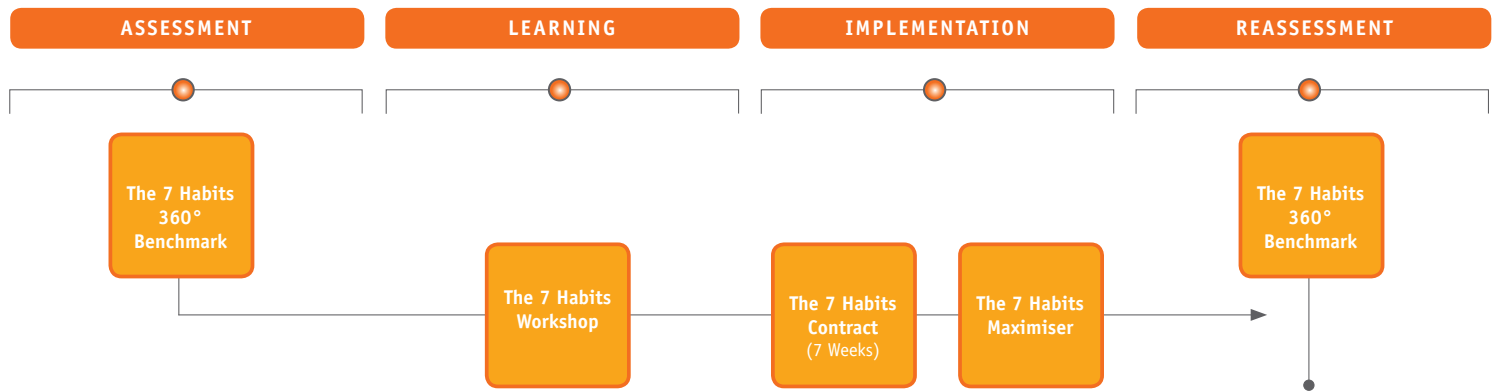
Habit 2: Begin With the End in Mind®

Principle: Mental creation precedes physical creation.

Habit 3: Put First Things First®

Principle: Effectiveness requires the integrity to act on your priorities.

THE 7 HABITS SIGNATURE PROCESS



Habit 4: Think Win-Win®

Principle: Effective, long-term relationships require mutual respect and mutual benefit.

Habit 5: Seek First to Understand Then to Be Understood®

Principle: To communicate effectively, we must first understand each other.

Habit 6: Synergise®

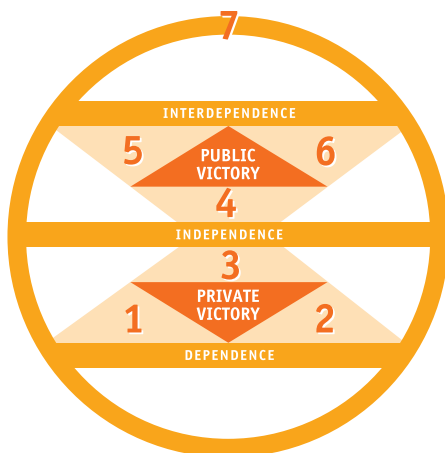
Principle: The whole is greater than the sum of its parts.

Habit 7: Sharpen The Saw®

Principle: To maintain and increase effectiveness, we must renew ourselves in body, heart, mind and spirit.

Becoming Effective

Effective individuals win two victories in life: a Private Victory when they learn self-mastery and self-discipline and a Public Victory when they build deep and enduring relationships with others. As they practice the 7 Habits, they move from being dependent on others to independence and finally to interdependence, where they reap the rewards of superb cooperation and collaboration.



The Power of The 7 Habits of Highly Effective People Signature Programme

You can build an effective organisation as you roll out The 7 Habits of Highly Effective People Signature Programme to your workforce—top to bottom—in your organisation.

Assessment

- This assessment tool measures individual effectiveness and provides an action-oriented approach to personal development.
- Individuals seek 360° feedback from managers, peers and direct reports, indicating top strengths as well as areas for improvement.

Learning

- The principles taught in this three-day programme transform participants with profound lessons in personal change.
- The programme helps participants attain their full potential at work and in life.

Implementation

- After the three-day workshop, participants are equipped to complete a seven-week contract system, an approach to building habits of effectiveness.
- The 7 Habits Maximiser, a renewal workshop, is a one-day experience for past participants that helps increase impact in their current role, gain greater influence and strengthen relationships.

Reassessment

- The 360° benchmark is available for reassessment. Respondents are able to rate the participant’s effectiveness as perceived “before” and “after” the programme.

Core Competencies

The results are real and measurable. By making people highly effective, your organisation can become highly effective.

| PROGRAMME OUTLINE | PERFORMANCE STATEMENTS— PARTICIPANTS WILL BE ABLE TO: |
|--|--|
| Habit 1 Be Proactive® | <ul style="list-style-type: none"> • Take initiative. • Manage change. • Take responsibility and have accountability. |
| Habit 2 Begin With the End in Mind® | <ul style="list-style-type: none"> • Define vision and values. • Set measurable team and personal goals. • Align goals to priorities. • Focus on desired outcomes. |
| Habit 3 Put First Things First® | <ul style="list-style-type: none"> • Execute strategy. • Focus on important activities. • Apply effective planning and prioritisation skills. • Use planning tools effectively. |
| 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. |
| Habit 5 Seek First to Understand Then to Be Understood® | <ul style="list-style-type: none"> • Apply effective interpersonal communication. • Overcome communication pitfalls. • Understand others. • Communicate viewpoints effectively. |
| Habit 6 Synergise® | <ul style="list-style-type: none"> • Leverage diversity. • Apply effective problem solving. • Apply collaborative decision making. • Value differences. • Build on divergent strengths. |
| Habit 7 Sharpen the Saw® | <ul style="list-style-type: none"> • Achieve life balance. • Apply continuous improvement. • Seek continuous learning. |

Give every individual in your organisation the knowledge and tools they need to become highly effective.

For more information about FranklinCovey's *The 7 Habits of Highly Effective People Signature Programme*, contact FranklinCovey on 0845 200 4200.



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