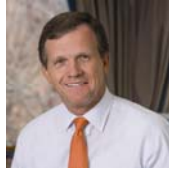


**‘Achieving Greatness’
An Exclusive Breakfast Briefing with Bob Whitman CEO
FranklinCovey
May 13th 8.30am-11.30am, IOD, Pall Mall, Central London**



At FranklinCovey, our passion and mission is to enable greatness in people and organisations everywhere.

We have been privileged to work with thousands of organisations striving to achieve it. We have gone deep inside the operations of more than 500 of these organisations, examined and combined the data from more than 225,000 survey respondents, and worked with and analysed more than 2,000 work teams. We wanted to understand what constitutes great performance, what gets in the way of it, what conditions are necessary for it, and what a leader’s role is in achieving it.

As a result, we have learned a lot about the topic of organisational greatness and what does and doesn’t matter in getting there. For example:

- The “strategic hand” dealt to great performers was not materially different from that dealt to good performers. Great performers simply did more with the hand they were dealt.
- There are pockets of great performance in every organisation, and the great performers didn’t typically have more basic know-how than good performers. Great performers were simply much more successful at institutionalising what they did know. They were better at execution; better at reducing inconsistency and getting the middle 60 percent of their operations—their core performers—to operate at levels much closer to that of their top performers.

Our research into ‘Greatness’ in organisations demonstrates they:

- **Are 50% more successful at achieving their objectives than their peers**
 - **Grow more than twice as fast as their peers**
 - **Win and maintain the loyalty of all stakeholders**

Bob Whitman CEO FranklinCovey is an inspirational leader who is passionate about individual, team and organisational greatness and how to achieve it. Building on his relationship with leading thinkers, Jim Collins, Clayton Christensen, Frederick Reicheld, Jack Welch and Ram Charan, Bob will share with you what it takes to achieve greatness.

We can only offer a limited number of places for the briefing, so book your place now.

The cost for attending is £50 including a buffet

contact me on 01275 392226 or 01295 274142 to book

John Meredith