



**FranklinCovey**

Greatness  
Starts Here





We aspire to be the  
most trusted leadership  
company in  
the world. | We help organisations  
achieve results that require  
collective behaviour change.

# The Challenges That Matter Most

Everything we do is designed to help our clients succeed in four key areas:

1

Develop **exceptional leaders** at every level.

2

Instil **habits of effectiveness** in every individual.

3

Build an inclusive, **high-trust culture.**

4

Use a **common execution framework** to pursue their most important goals.



# Collective Action

When organisations partner with us, their people change behaviour—both individually and collectively—in ways that have a dramatic impact.

Together, they solve an organisation's most pressing problems and achieve breakthrough results.

# We Shift Paradigms

Lasting behaviour change begins from the inside out—with who you are and how you see things. This translates into how you engage and lead others.

Our unique approach starts with content rooted in timeless principles of human effectiveness, designed to help people change both their mindset and their behaviour to reach any goal and address any change.



# How we do it

## Content

Powerful content that creates mindset shifts, behaviour change, and collective action helps your people work, lead, and collaborate more effectively.

+

## People

A team of experts will design and deliver the ideal solution for your organisation.

+

## Technology

Innovative technology tracks progress and sustains engagement to ensure lasting behaviour change.

FranklinCovey partners with you to create behaviour change at scale in the four areas that matter most for your organisation's long-term success: leadership, individual effectiveness, culture and achieving strategic goals. We do this through a combination of best-in-class content based on decades of research and development, expert consultants and facilitators, and innovative technology that supports and reinforces lasting behaviour change.

By working with us, you'll equip everyone in your organisation – globally and at every level – with the mindset, skillset, and toolset they need to do their very best work. Your leaders and your teams will reach new levels of performance and work better together, leading to exceptional business results.

160<sup>+</sup>

countries served by  
FranklinCovey

35<sup>+</sup>

years as a top leadership  
company

15,000<sup>+</sup>

client engagements per year

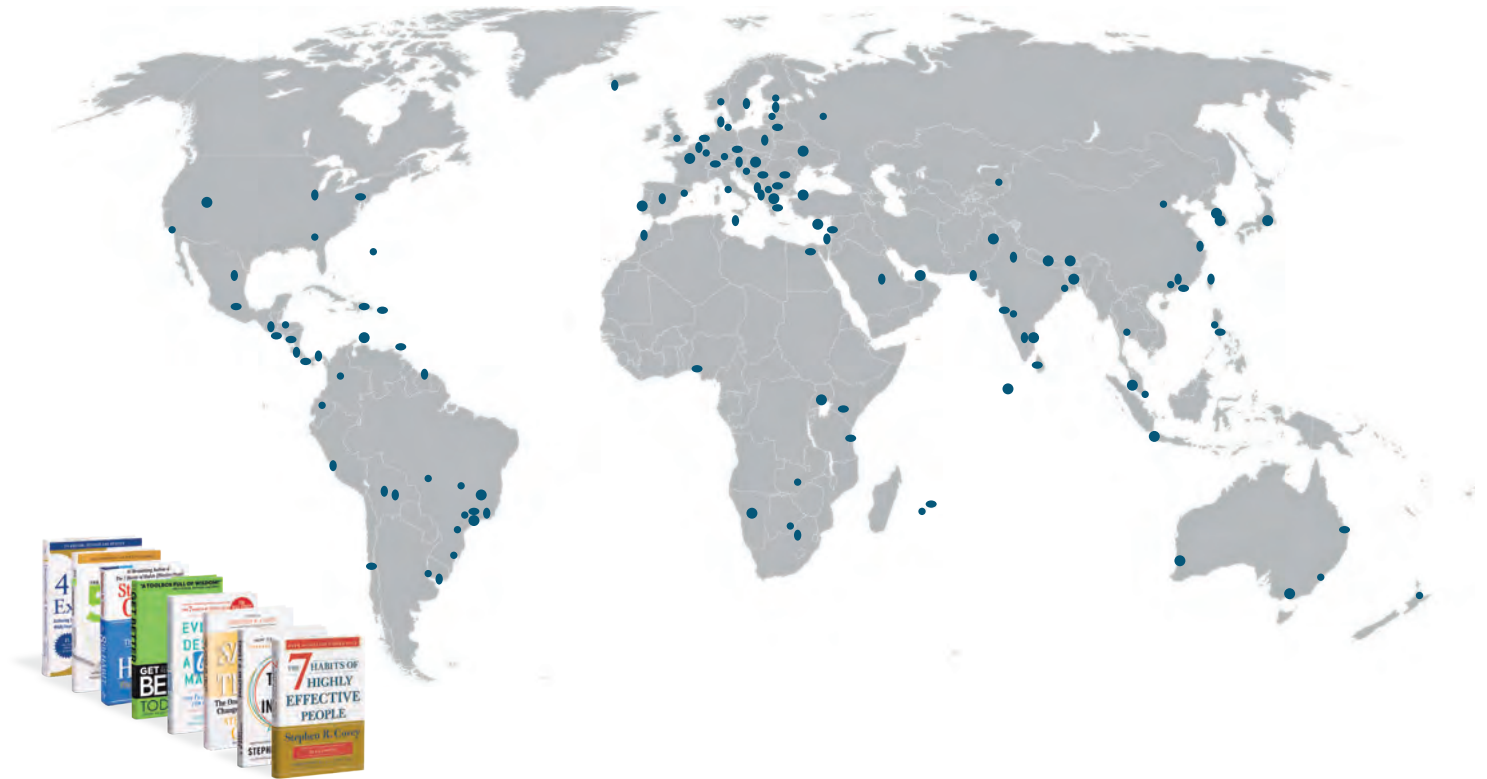
\$200<sup>+</sup>  
€

million invested in research, solutions

24

languages supported globally

Over 60 million  
books sold worldwide



# Develop Leaders People Choose to Follow

## Potential

Leaders see their potential to engage others and expand their impact.

**Result >** Leaders behave in ways that positively impact everyone around them. Because those behaviours come from the inside, they are fundamental and lasting.

## Collective Action

Leaders create collective action and engagement.

**Result >** Team members come together in ways that improve business results and transform the culture of the organisation.

## Results

Leaders drive breakthrough results.

**Result >** Leaders and teams deliver exceptional business results—again and again and again—in a virtuous cycle of engagement, productivity, and innovation.

# Build the Power Skills That Unlock All Other Skills

## Potential

Each team member sees their own potential and feels motivated to make a positive impact.

**Result >** They change their behaviour in ways that are authentic and lasting.

## Habits of Effectiveness

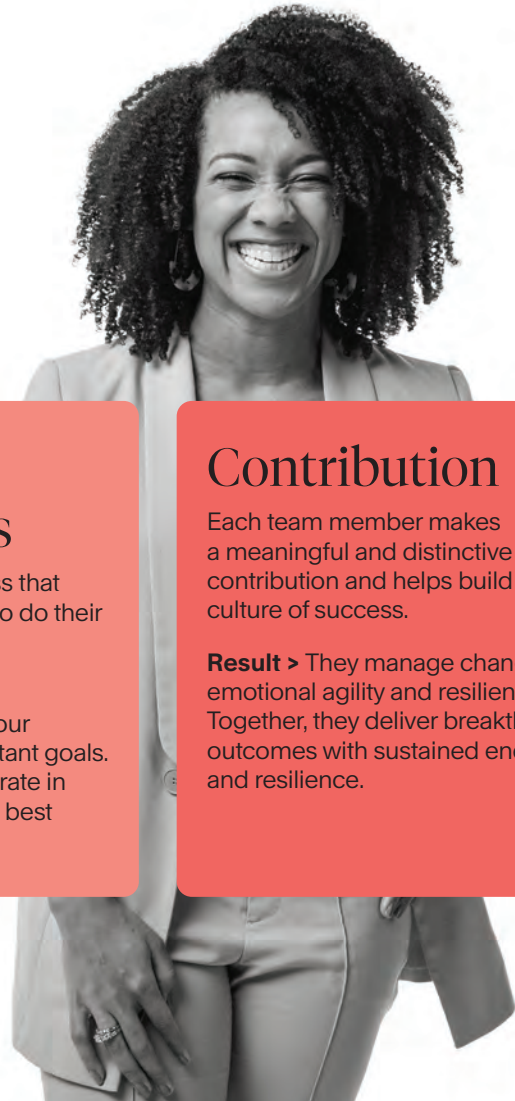
Instil habits of effectiveness that empower all your people to do their very best work.

**Result >** They apply their best efforts and ideas to your organisation's most important goals. And they lead and collaborate in ways that bring out others' best efforts and ideas.

## Contribution

Each team member makes a meaningful and distinctive contribution and helps build a culture of success.

**Result >** They manage change with emotional agility and resilience. Together, they deliver breakthrough outcomes with sustained energy and resilience.







“

There  
are three  
constants  
in life:  
change,  
choice and  
principles”

— Stephen R. Covey

# Create a Workplace Where Great Ideas Thrive

## Whole Person

Individuals see themselves and others as whole people capable of unique and important contributions.

**Result >** They offer their best efforts and ideas to your organisation's most important goals. And they lead and collaborate in ways that bring out the best in others.

## Trust

Create a high-trust environment where people work together in more productive ways.

**Result >** They speed the pace of innovation and develop more creative solutions, leading to stronger business results.

## Inclusion

Build a culture of inclusion where all contributions are valued and creativity flourishes.

**Result >** Great ideas come to the surface, unlocking the creative potential of a diverse workforce.



# Achieve Breakthrough Results — Again and Again

## Define it

Identify strategic goals with clear targets.

**Result >** Everyone understands and commits to the strategic goal and collaborates in ways that bring out the best in others.

## Move it

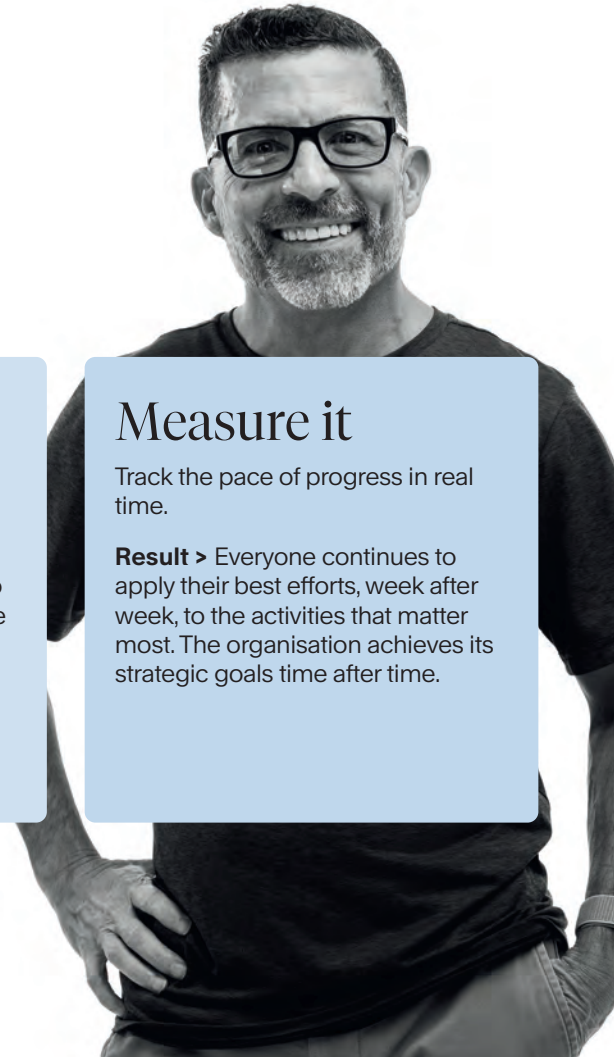
Apply everyone's energy toward your strategic goals.

**Result >** Everyone knows exactly what they need to do each week to move the organisation closer to the finish line.

## Measure it

Track the pace of progress in real time.

**Result >** Everyone continues to apply their best efforts, week after week, to the activities that matter most. The organisation achieves its strategic goals time after time.



# The Easiest, Most Effective Way to Generate Behaviour Change at Scale

The FranklinCovey Impact Platform's innovative technology provides an effective way to equip everyone in your organisation with the mindsets and behaviours needed to do their very best work.

## Powerful Content, Flexible Approaches

With a library of preconfigured Impact Journeys covering a range of relevant topics, our principle-centric content and flexible delivery modalities fuel continuous development and meet learners where they are.

## Measurable Outcomes For Clients and Learners

Measurement of learner activity, progress, engagement, enjoyment, and efficacy provides a clear ROI with actionable data for strategic learning and development decisions.

## Easy to Consume, Easy to Operate

Our simple but powerful platform is easy for admins to operate and for learners to follow. Content is found, assigned, and consumed with the click of a button all at once or spaced over time.

## Change Behaviour, Don't Just Tick a Box

Our platforms provide deep and lasting behaviour change by motivating learners to complete intentional application through clear benchmarks, engaging content, safe practice environments, and then applying learning in the real world.



## Explore a sample Impact Journey

01

### 360 Diagnostic

FranklinCovey's 360 Diagnostic measures 25+ skills for learners and administrators to identify skill gaps, measure outcomes, and guide learning experiences.

02

### Coach

Coaches accelerate learner's performance by diving into 360 Diagnostic results and identifying key skills to target and progress.

03

### Course

A Course is a learning experience built around core FranklinCovey content—consumed Live In-Person, Live-Online, or OnDemand.

04

### Ongoing Learning

Learners can intentionally apply learning through application challenges, automated reinforcements, on demand learning, and an updated 360 Diagnostic.

05

### Updated 360 Diagnostic

Additional 360 Diagnostics allow learners to track how they improve on specific skills over time.

# Experience the FranklinCovey All Access Pass<sup>®</sup>

No matter your initiatives or training needs, we can help you get the most value out of your L&D investment with unlimited access to all of FranklinCovey's content, tools, and technology.

The FranklinCovey All Access Pass<sup>®</sup> combines a dynamic and accessible behaviour change platform that tracks key metrics and keeps learners engaged, with our library of timeless content and deep bench of consultants.

Together these guide leaders and teams through Impact Journeys and tailored learning experiences that deliver exceptional results again and again.

Designed for the most pressing issues your workforce will face today and tomorrow, you can use FranklinCovey content to dramatically benefit your organisation in many ways.



## Flexibility

Access FranklinCovey content across multiple delivery formats.

## Impact

Organise FranklinCovey content around specific business-related needs.

## Value

Dramatically increase the number of people you can reach at a lower price per person.

# Find Out More



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**[franklincovey.co.uk](http://franklincovey.co.uk)**



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**[franklincovey.ie](http://franklincovey.ie)**

