

# THE 7 HABITS of Highly Effective People<sup>®</sup>

SIGNATURE EDITION 4.0

Build leaders at every level in your organization.

Renowned as the world's premier personal leadership development offering, the new *7 Habits of Highly Effective People Signature Edition 4.0* aligns timeless principles of effectiveness with modern technology and practices.

No matter how competent a person is they will not have sustained and lasting success, unless they are able to effectively lead themselves, influence, engage and collaborate with others and continuously improve and renew their capabilities. These elements are at the heart of personal, team and organizational effectiveness.

*The 7 Habits of Highly Effective People<sup>®</sup> Signature Edition 4.0* is the proven personal leadership operating system. It develops leadership effectiveness at three levels:

## 1. INDIVIDUAL

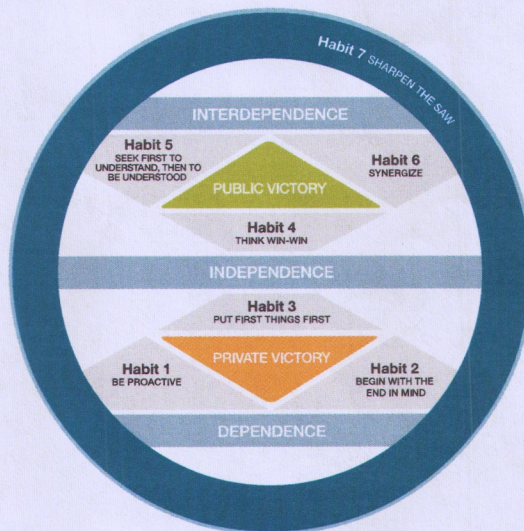
- Develop increased maturity, greater productivity, and the ability to manage one's self.
- Execute critical priorities with laser-like focus and careful planning.

## 2. TEAM

- Increase team engagement, morale, and collaboration.
- Improve communication skills and strengthen relationships.

## 3. ORGANIZATIONAL

- Create a framework for developing core values and creating a highly effective culture.
- Develop current and high-potential leaders that model both competence and character.



# 70%

OF TODAY'S TOP PERFORMERS  
LACK CRITICAL  
ATTRIBUTES  
ESSENTIAL FOR THEIR SUCCESS  
IN FUTURE ROLES.

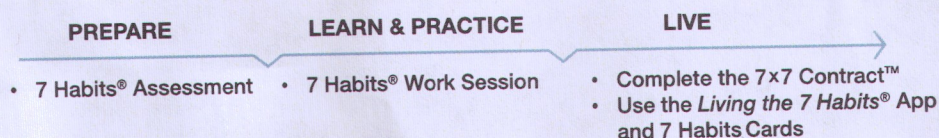
—FranklinCovey Study

## THE 7 HABITS OBJECTIVES

HABIT	PARTICIPANTS WILL:
HABIT 1: BE PROACTIVE®	<ul style="list-style-type: none"> <li>Focus and act on what they can control and influence, instead of what you can't.</li> </ul>
HABIT 2: BEGIN WITH THE END IN MIND®	<ul style="list-style-type: none"> <li>Define clear measures of success and a plan to achieve them.</li> </ul>
HABIT 3: PUT FIRST THINGS FIRST®	<ul style="list-style-type: none"> <li>Prioritize and achieve their most important goals, instead of constantly reacting to urgencies.</li> </ul>
HABIT 4: THINK WIN-WIN®	<ul style="list-style-type: none"> <li>Collaborate more effectively by building high-trust relationships.</li> </ul>
HABIT 5: SEEK FIRST TO UNDERSTAND THEN TO BE UNDERSTOOD®	<ul style="list-style-type: none"> <li>Influence others by developing a deep understanding of their needs and perspectives.</li> </ul>
HABIT 6: SYNERGIZE®	<ul style="list-style-type: none"> <li>Develop innovative solutions that leverage diversity and satisfy all key stakeholders.</li> </ul>
HABIT 7: SHARPEN THE SAW®	<ul style="list-style-type: none"> <li>Increase motivation, energy, and work/life balance by making time for renewing activities.</li> </ul>

## THE 7 HABITS PROCESS

The 7 Habits of Highly Effective People Signature Edition 4.0 helps participants not only learn, but use processes and tools to live and apply the 7 Habits.



## PARTICIPANT KIT

- Participant Guide
- New 7x7 Contract
- Habit Cards
- Practice Cards
- Skill Cards
- Weekly Big Rocks Cards
- Living the 7 Habits* App



For more information about FranklinCovey's *The 7 Habits of Highly Effective People Signature Edition 4.0*, contact your client partner or call 1-888-705-1776.