

COVEY LEADERSHIP WEEK

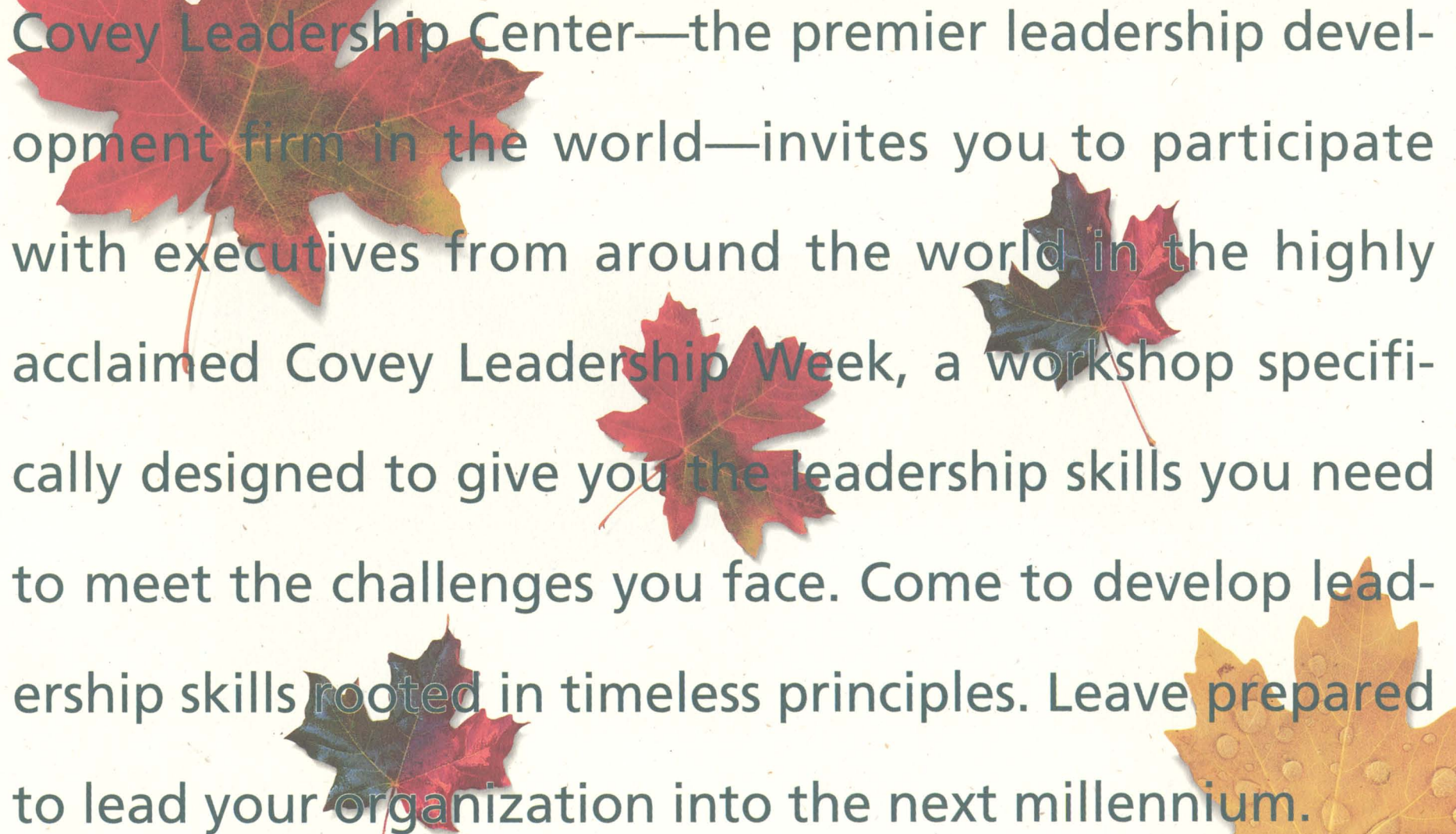
| STEP INTO OUR OFFICE |





| COVEY LEADERSHIP CENTER® |



The text is overlaid on a white background decorated with several autumn leaves. A large red maple leaf is in the top left. A smaller red maple leaf is in the center. A dark red maple leaf is in the top right. A dark red maple leaf is in the bottom left. A large yellow maple leaf with water droplets is in the bottom right.

Covey Leadership Center—the premier leadership development firm in the world—invites you to participate with executives from around the world in the highly acclaimed Covey Leadership Week, a workshop specifically designed to give you the leadership skills you need to meet the challenges you face. Come to develop leadership skills rooted in timeless principles. Leave prepared to lead your organization into the next millennium.



THE VISION IS EXTRAORDINARY



As a senior executive in today's turbulent marketplace, you are under increasing pressure to per-

form in a rapidly changing environment. In fact, ambiguity is the only constant. What you need is

not another short-term, quick-fix approach to leadership. You need tools that will enable you to

From our office,

make accurate assumptions that will, in turn, help you solidify a realistic and multidimensional strat-

you will see your office

egy that leads to a long-term, sustainable competitive advantage. You also need to be able to provide

in better perspective.

your corporation or team with tools that tap their tremendous intellectual capital and innovative

Here you will see

energies. Maybe this is old news to you. But with so much at stake, isn't it time you took a step back

that timeless principles are

to gain perspective and two steps forward to increase your competence in living your life based on

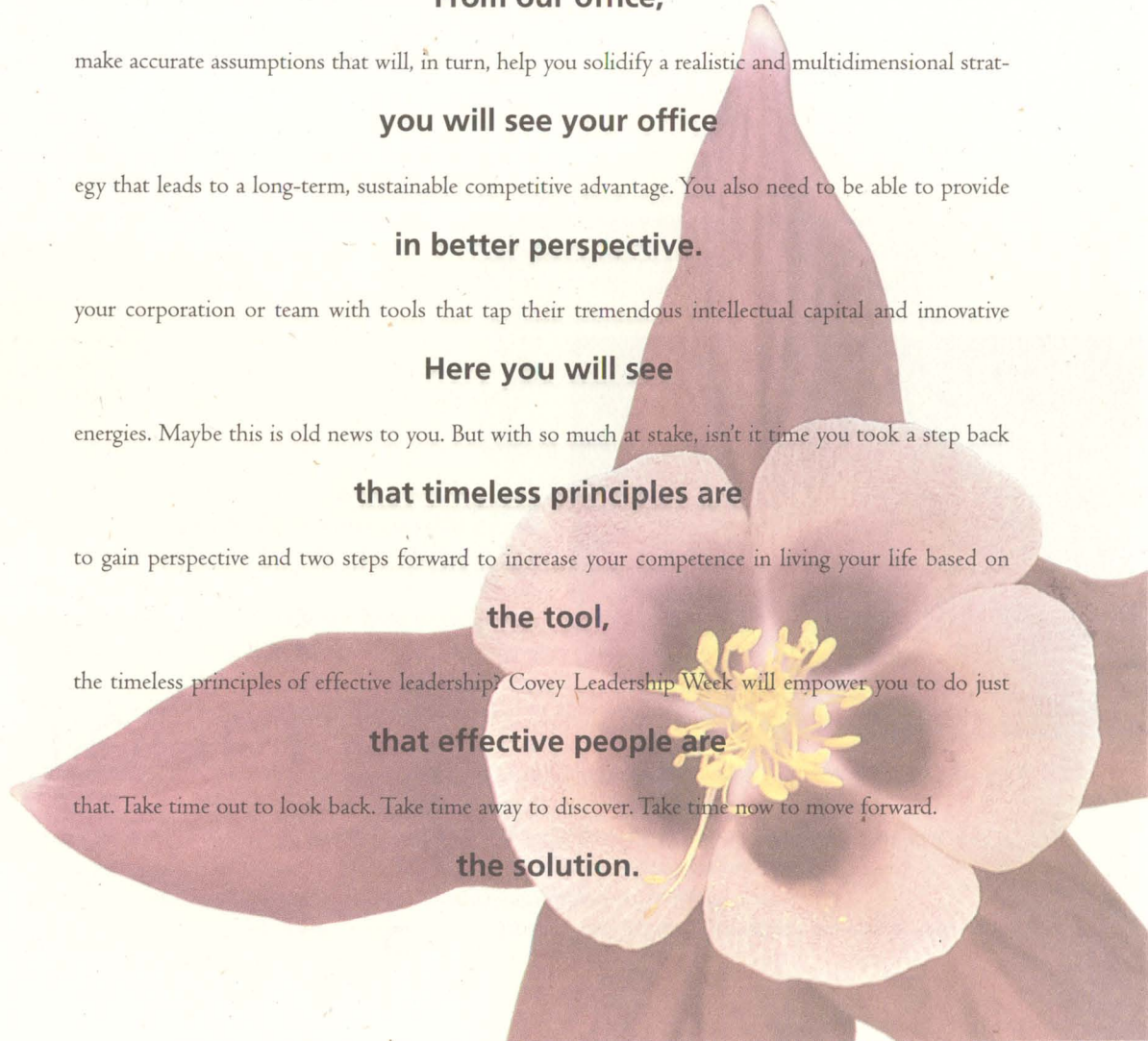
the tool,

the timeless principles of effective leadership? Covey Leadership Week will empower you to do just

that effective people are

that. Take time out to look back. Take time away to discover. Take time now to move forward.

the solution.



the place to

REFRESH & RETOOL

No matter where you attend Covey Leadership Week, you'll leave with the tools you need to implement lasting and measurable change, including:

- **A 12-Month Action Plan**—Focuses on the four levels of leadership and addresses the biggest issues and opportunities you face in each. A road map written by you and anchored in principles will keep you on course during the coming year.
- **An Action Plan Coach**—Ensures that you implement your action plan over the next 12 months following Covey Leadership Week. Your personal coach, chosen from your peers, will provide regular feedback and encouragement to help you execute your action plan.
- **The Performance Cycle™**—Enables you to create aligned structures and systems as well as diagnose and resolve misalignments. This unique and specific process will help you identify where your organization's strengths and potential weaknesses lie, and will set you on a course to achieve maximum, long-term performance.
- **A Profile Assessment**—Provides confidential feedback on your leadership effectiveness from those who observe your work, including your boss, peers, and direct reports. When you see yourself as other people see you, your vision becomes clearer. An Action Planning Guide will help you translate profile data into specific plans for course correction or enhancement.

Covey Leadership Week is held throughout the year at various world-class resorts, including these in Utah:

- Sundance Resort on Mount Timpanogos,
- Stein Eriksen Lodge at the Deer Valley Resort in Park City,
- Homestead Resort in Midway, and
- Snowbird Resort in Little Cottonwood Canyon near Salt Lake City.





- **Win-Win Agreements™**—Help you build a high-trust, high-performance culture by identifying and meeting key stakeholders' needs with a clear mission, vision, and strategy. With Win-Win Agreements in place, people are empowered and accountable for results, which unleashes the incalculable power of their minds and spirits.
- **A Personal Planning Process**—Provides you with a practical tool to lead your life based on what counts most. Putting first things first leads to higher personal productivity, individual peace, and organizational effectiveness.



RETURN ON INVESTMENT

If you want more than the hands and backs of your employees, if you need them to volunteer their hearts and minds to the organization to achieve growth and success in the marketplace, Covey Leadership Week is a must. To gain their minds, you must have vision. To harness their hearts, you must have direction. Covey Leadership Week is designed with those objectives in mind. Plan now to attend. Step away from your office for five days and step up to this opportunity to develop the leadership skills necessary to guide your organization through these unpredictable times.

Call 1-888-222-1060 today for more information about upcoming Covey Leadership Week workshops.

call for information

1-888-222-1060





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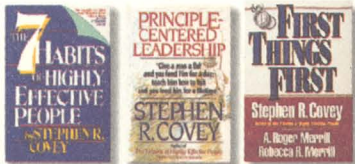
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Covey Leadership Week is an executive summary of the key principles in Stephen R. Covey's books.

