

It is through
principles
that nature yields its
most **innovative** and
extraordinary **results.**



“Taking a whole week out of my schedule is just something I never do. Covey Leadership Week was well above my highest expectations. It has literally changed my life—my operating style. It’s given me management processes, a new way of thinking about myself and the people I work with.”

—Bruce Whiting, President, Kaibab Industries



The profile assessment tool is an essential instrument for leaders to use to leverage their strengths and pinpoint weak areas.

In an age of constant challenge and colossal change, every day brings a new battle, every hour another obstacle. In times of volatile markets and profit-conscious stakeholders, executives are tempted to use quick-fix or short-term solutions in an attempt to add value to their organizations.

Whether you’re fighting for market share in the world marketplace or wrestling with your own proactivity, the question is the same: Do you want a quick-fix solution or an enduring solution?

Applying Timeless Principles to Leadership

Enduring solutions are based on timeless principles and universal laws. Applying principles leads to extraordinary results. In fact, the beauty and majesty of nature is an example of what happens when nature applies those laws and principles.

If you want equally extraordinary results in your organization, you must understand and apply natural principles and laws in the human dimension. Covey Leadership Week is designed with that end in mind. Learn to lead rather than just manage. Discover how to anticipate and influence change rather than merely react to it. Recognize that people are your most important asset rather than your most perplexing problem.

Building Effective Leadership One Step at a Time

Nature builds extraordinary masterpieces one step at a time—one stone at a time. Effective organizations are built the same way. Effective

leaders practice Principle-Centered Leadership® at four levels: personal, interpersonal, managerial, and organizational. Each level is necessary but insufficient by itself. However, remove one step—one stone—and the masterpiece becomes just another incomplete enterprise.

Covey Leadership Week brings all the elements of effective leadership together, each building on the other, each working from the inside out. During the workshop, you will be challenged in every aspect of your life, from your understanding of yourself to the direction of your organization, from how you relate with your family to how you lead your employees.

If you are a senior executive with organizational influence, you will benefit from attending Covey Leadership Week. If you’re willing to apply the principles taught during the workshop, you will achieve lasting change. The three books on which this five-day intensive leadership program is based—*The 7 Habits of Highly Effective People*, *Principle-Centered Leadership*, and *First Things First*—are on bestseller lists for a reason: the principles they teach work.

Covey Leadership Week provides you with the tools you need to apply those principles and measure the results. And the results are measurable.

Gaining Intangible and Tangible Tools

You’ll leave Covey Leadership Week with an increased awareness of your ability to help create an organization that is aligned with correct principles, as well as with a plan to implement organization-wide change. In addition, you will receive several tangible tools to help you implement this process, including:

- Participant materials from *The 7 Habits of Highly Effective People*

ple® and Principle-Centered Leadership® workshops

- *The 7 Habits of Highly Effective People* book
- A 7 Habits Managerial Profile
- A 7 Habits Organizer®
- A 7 Habits™ eight-tape audio learning system
- A Franklin Covey™ sweatshirt and tote bag
- A workshop certificate after you complete the postwork

Investing in Transformation

Participants report that the long-term results they get from applying the principles of effectiveness are well worth their investment of

time and money. You'll agree—Covey Leadership Week is a great investment. You and your organization will benefit from your enhanced ability to define vision, articulate strategy, and align structures, which increase the overall performance of the organization.

Attend Covey Leadership Week and learn to utilize untapped potential. Leave the workshop refreshed and re-committed. Principles work wonders in nature. Let them work wonders for you. Call us at 1-800-882-6839.

Peer coaching is a unique and vital part of Covey Leadership Week. Your coach will help you turn your ideas into action and support you during and after the workshop to ensure you're maximizing your desired results.



Principles and Perspective, Commitment and Results

Participants consistently refer to Covey Leadership Week as a milestone in their careers. The workshop will help you:

- Make a significant contribution to the value of your organization as you work to align systems and processes with timeless principles and practices.
- Understand Principle-Centered Leadership and how the 7 Habits™ work at all four levels of leadership.
- Use tools and your understanding to tap into the powerful intellects and innovative energies of the people you lead. Their commitment to your organization will increase dramatically as they volunteer their hearts and minds in addition to their hands and backs.
- Build an organization committed to a clear vision and common goals.
- Learn the four critical roles of a leader—pathfinding, aligning, empowering, and modeling.
- Catch a vision of the results principle-centered leaders can achieve.

Principles and Practices: A Week of Learning, A Lifetime of Application

Don't look at Covey Leadership Week as a quick-fix solution; it is an intensive course based on enduring principles. You'll leave the workshop with the tools you need to implement lasting and measurable change, including:

- **A 12-Month Action Plan.** Write a road map anchored in principles to help you stay on track during the coming year.
- **An Action Plan Coach.** Develop enduring partnerships with your peers—one of whom will become your learning partner. This personal coach will help you execute an action plan during the months following Covey Leadership Week.
- **Peer Benchmarking.** Learn from leaders of national and international enterprises as you compare best practices on how to add value to your organization.
- **A Profile Assessment.** Discover how other people perceive your leadership effectiveness through confidential feedback you receive during the workshop.
- **The Performance Cycle™.** Create aligned structures and systems as well as diagnose and resolve misalignments with this powerful tool. Case studies and group exercises demonstrate how the Performance Cycle will help your organization consistently achieve desired results.
- **Win-Win Agreements™.** Use this tool to build a high-performance, high-trust culture and to unleash the incalculable power of people's minds and spirits. Win-Win Agreements serve as the foundation for excellent team performance by clarifying expectations, evaluation criteria, resources, and consequences.
- **A 7 Habits Organizer.** Not just another day planner, the 7 Habits Organizer helps you live your life based on important roles and goals, not on simple to-do lists. The Weekly Compass™ and Mission Statement Workshop section will help you apply the powerful principles you learn at Covey Leadership Week in your everyday life.



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