



### Build a Foundation of Effectiveness Throughout Your Organization

Successful organizations and teams depend on personal performance, and personal effectiveness is nowhere more important than with your non-managerial, administrative, and staff-level employees. True, fully-aligned workforce performance demands that all employees share a common vision around your organization's mission, values, and goals, and that individuals are effective, both personally and professionally. With FranklinCovey's one-day 7 Habits of Highly Effective People Introductory Workshop for Associates you can achieve sustainable superior performance across your entire organization. The universal principles taught in this workshop allow you to develop a common framework for improving character and harnessing the capacity of your workforce. This is even more critical as a new generation enters the workplace with a new set of values, perceptions, and expectations.

### Apply Proven Principles that Promote Personal Growth and Achieves results

According to a recent study, losing an employee costs organizations 70% to 200% of the employee's salary. The solution is to increase the sense of involvement of all employees towards the company's mission and goals. The 7 Habits of Highly Effective People Introductory Workshop for Associates helps all employees tap into the best that they have to give. The workshop will empower them to resolve work/life imbalances, understand their potential, manage time, increase accountability, and achieve their goals.

Invest in your staff-level employees' potential with the dynamic 7 Habits of Highly Effective People Introductory Workshop for Associates. This workshop will help your employees develop the skills needed to improve personal and professional effectiveness for better results.

Your organization will:

- Increase retention rates, especially in high-turnover positions
- Improve teamwork
- Increase alignment between work activities and the company's mission and goals
- Increase productivity and accountability

### Delivering on the Promise of Effectiveness

The 7 Habits of Highly Effective People Introductory Workshop for Associates minimizes off-line time and is taught as a one-day, facilitator-led workshop in a corporate or on-site setting. The workshop follows a reinforced learning process that includes the following:

- Participant Manual*
- Participant Resource Audio CD*
- Participant Job Aid*
- Rich peer-to-peer learning experience*

*NOTE: It is strongly recommended that participants of on-site and facilitator-led workshops include a 7 Habits planner as part of their participant materials. Public Program participants receive the 7 Habits planner and the 7 Habits paperback book.*

*See reverse side for the Introduction to the 7 Habits Associates Introductory Workshop outline*





# The 7 Habits of Highly Effective People®

## Associates Introductory Workshop

### The Proof is in The Process

As the recognized leader in individual and organizational effectiveness, FranklinCovey’s The 7 Habits of Highly Effective People Introductory Workshop for Associates is based on the proven principles found in the No. 1 best-selling business book of all time: *The 7 Habits of Highly Effective People* by Stephen Covey. Make your organization more effective through employees who are more effective.

COURSE TIMELINE	CORE COMPETENCIES	PERFORMANCE STATEMENTS PARTICIPANTS WILL BE ABLE TO:
AM	<b>HABIT 1</b> Be Proactive®	<ul style="list-style-type: none"> <li>• Take initiative</li> <li>• Manage change</li> <li>• Respond proactively</li> <li>• Keep commitments</li> <li>• Take responsibility and have accountability</li> <li>• Have a positive influence on results</li> </ul>
AM	<b>HABIT 2</b> Begin with the End in Mind®	<ul style="list-style-type: none"> <li>• Define vision and values</li> <li>• Create a mission statement</li> <li>• Set measurable team and personal goals</li> <li>• Start projects successfully</li> <li>• Align goals to priorities</li> <li>• Focus on desired outcomes</li> </ul>
AM	<b>HABIT 3</b> Put First Things First®	<ul style="list-style-type: none"> <li>• Execute strategy</li> <li>• Apply effective delegation skills</li> <li>• Focus on important activities</li> <li>• Apply effective planning and prioritization skills</li> <li>• Balance key priorities</li> <li>• Eliminate low priorities and time wasters</li> <li>• Use planning tools effectively</li> <li>• Use effective time-management skills</li> </ul>
PM	<b>HABIT 4</b> Think Win-Win®	<ul style="list-style-type: none"> <li>• Build high-trust relationships</li> <li>• Build effective teams</li> <li>• Apply successful negotiation skills</li> <li>• Use effective collaboration</li> <li>• Build productive business relationships</li> </ul>
PM	<b>HABIT 5</b> Seek First to Understand, Then to be Understood®	<ul style="list-style-type: none"> <li>• Apply effective interpersonal communication</li> <li>• Overcome communication pitfalls</li> <li>• Apply effective listening skills</li> <li>• Understand others</li> <li>• Reach mutual understanding</li> <li>• Communicate viewpoints effectively</li> <li>• Apply productive input and feedback</li> <li>• Apply effective persuasion techniques</li> </ul>
PM	<b>HABIT 6</b> Synergize®	<ul style="list-style-type: none"> <li>• Leveraging diversity</li> <li>• Apply effective problem solving</li> <li>• Apply collaborative decision making</li> <li>• Value differences</li> <li>• Build on divergent strengths</li> <li>• Leverage creative collaboration</li> <li>• Embrace and leverage innovation</li> </ul>
PM	<b>HABIT 7</b> Sharpen the Saw®	<ul style="list-style-type: none"> <li>• Achieve life balance</li> <li>• Apply continuous improvement</li> <li>• Seek continuous learning</li> </ul>

For more information, visit: [www.franklincovey.com](http://www.franklincovey.com).

