



# Thought Leadership

# The 4 Key Elements

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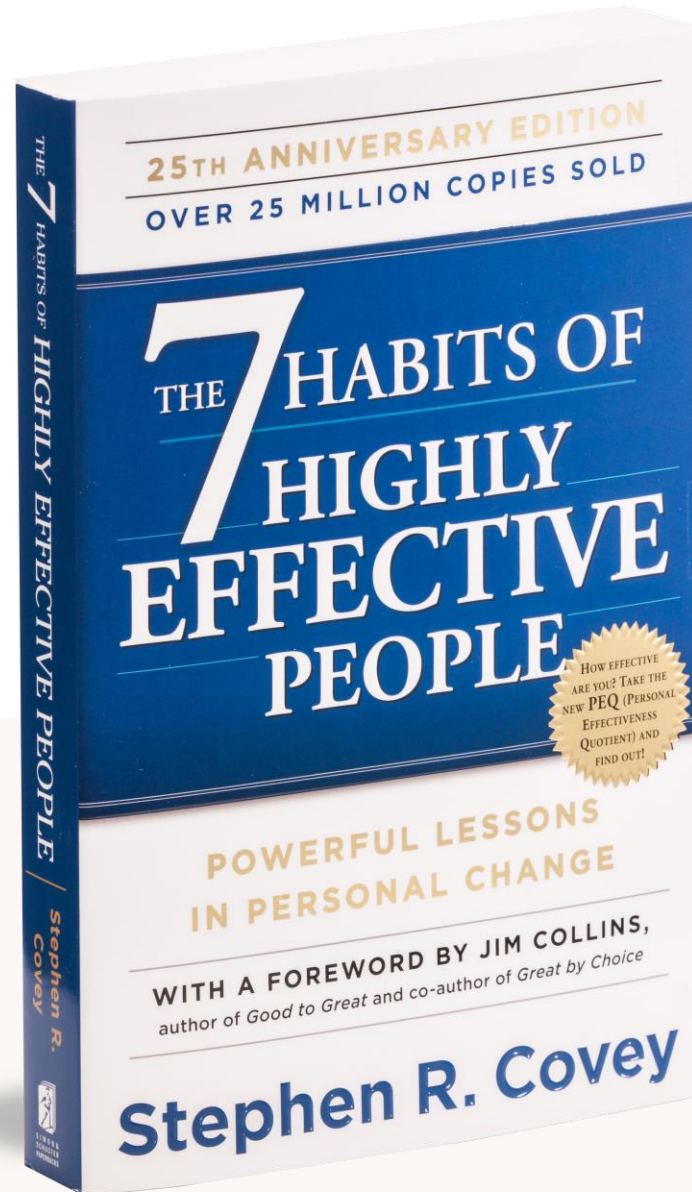
- 1 Author, publish, and sustain bestselling books**
- 2 Raise the influence and relevance of our thought leaders**
- 3 Experience thought leadership through live and digital events**
- 4 Distribute through new and innovative channels**

THOUGHT LEADERSHIP

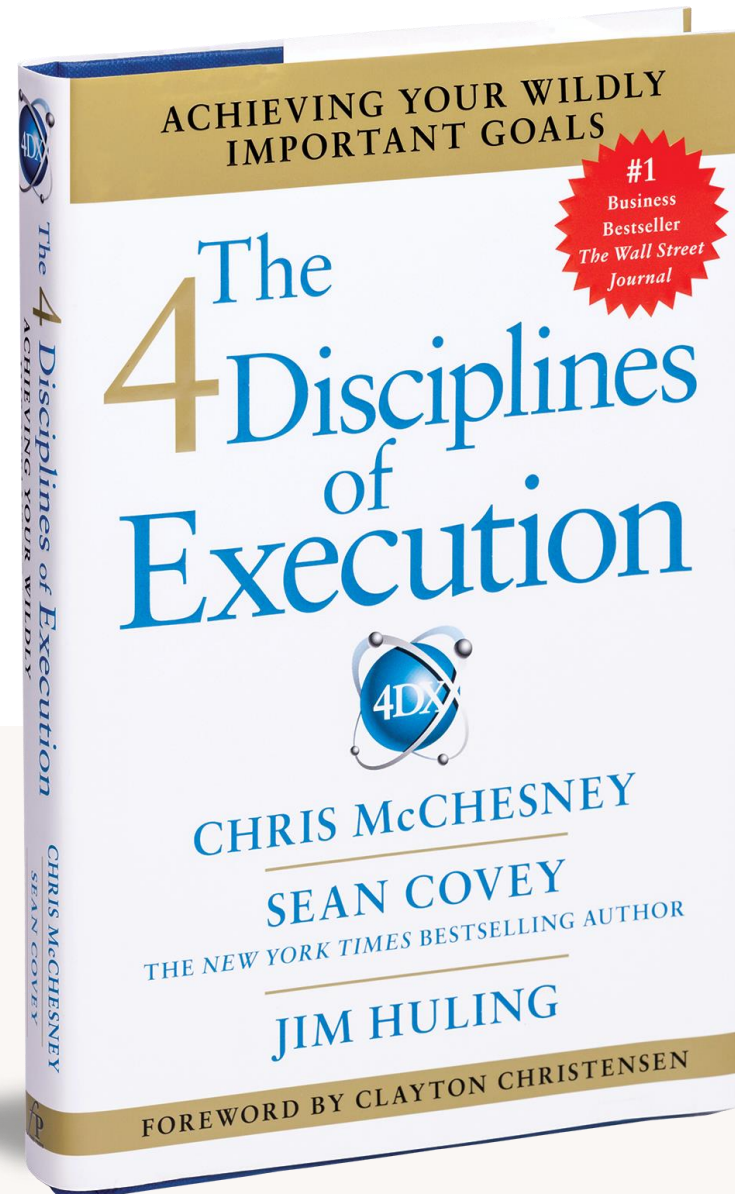
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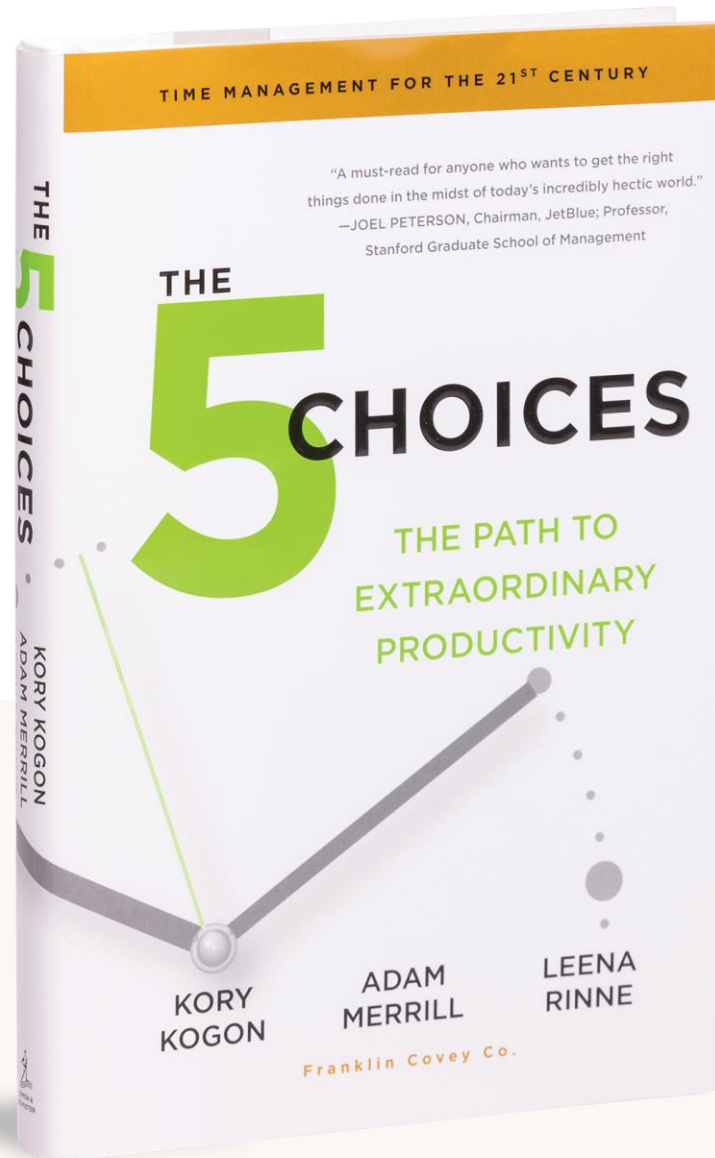
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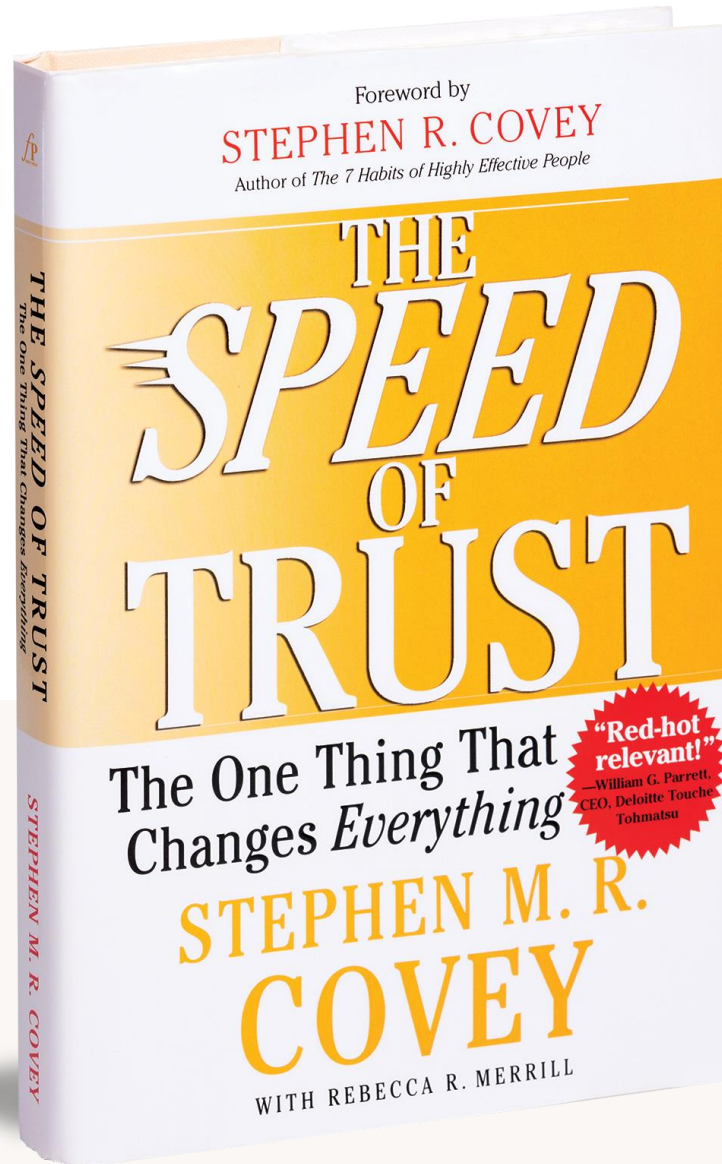
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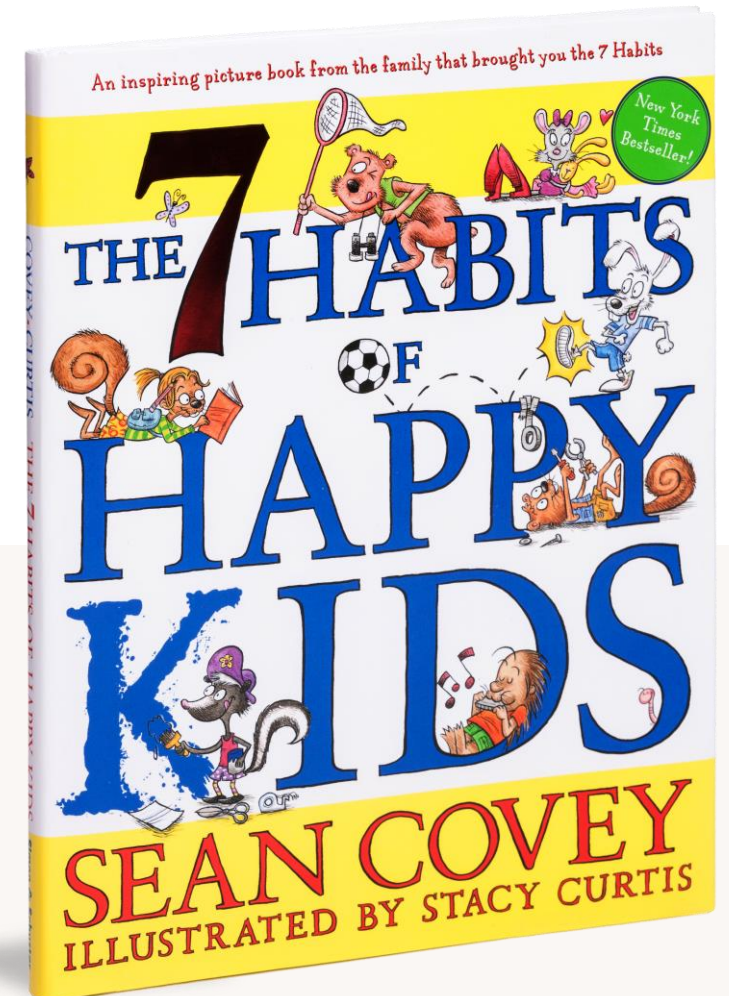
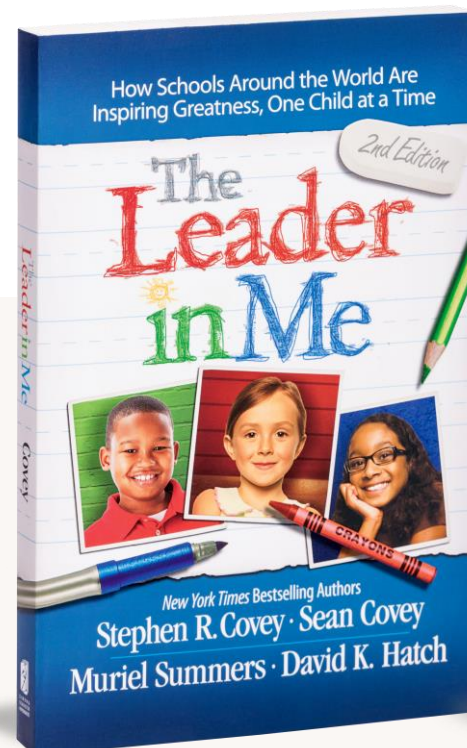
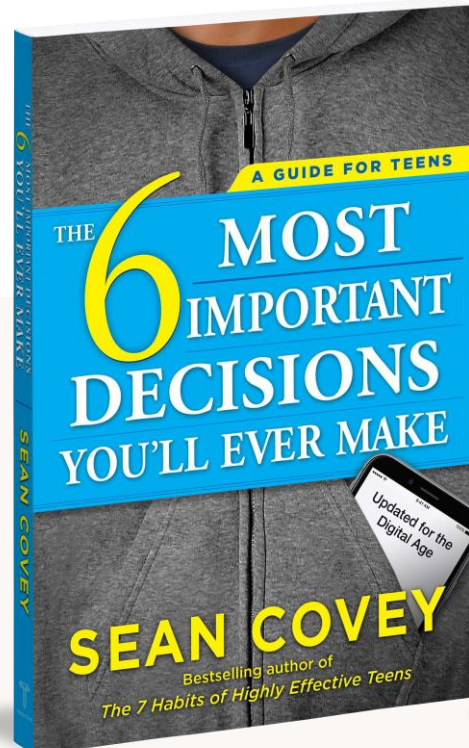
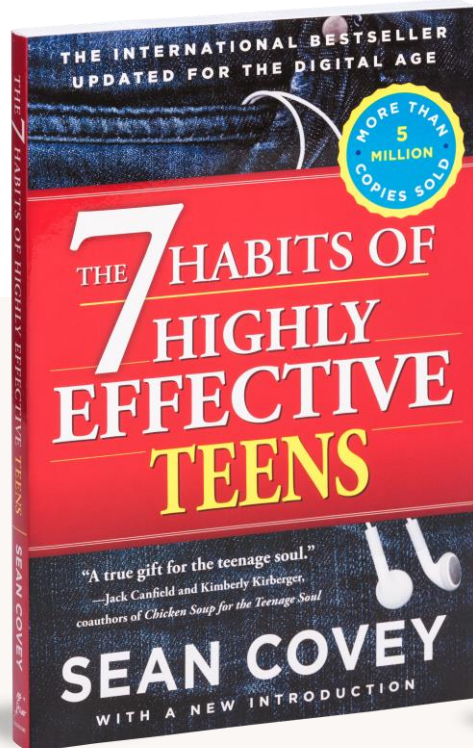


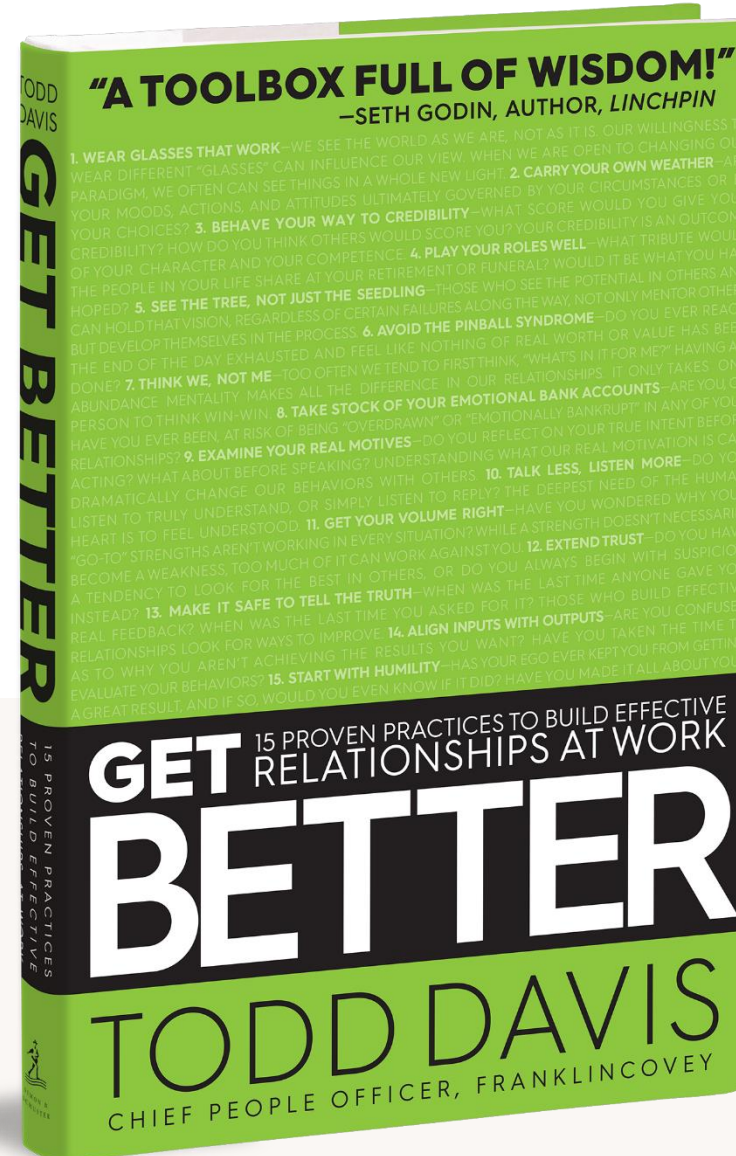


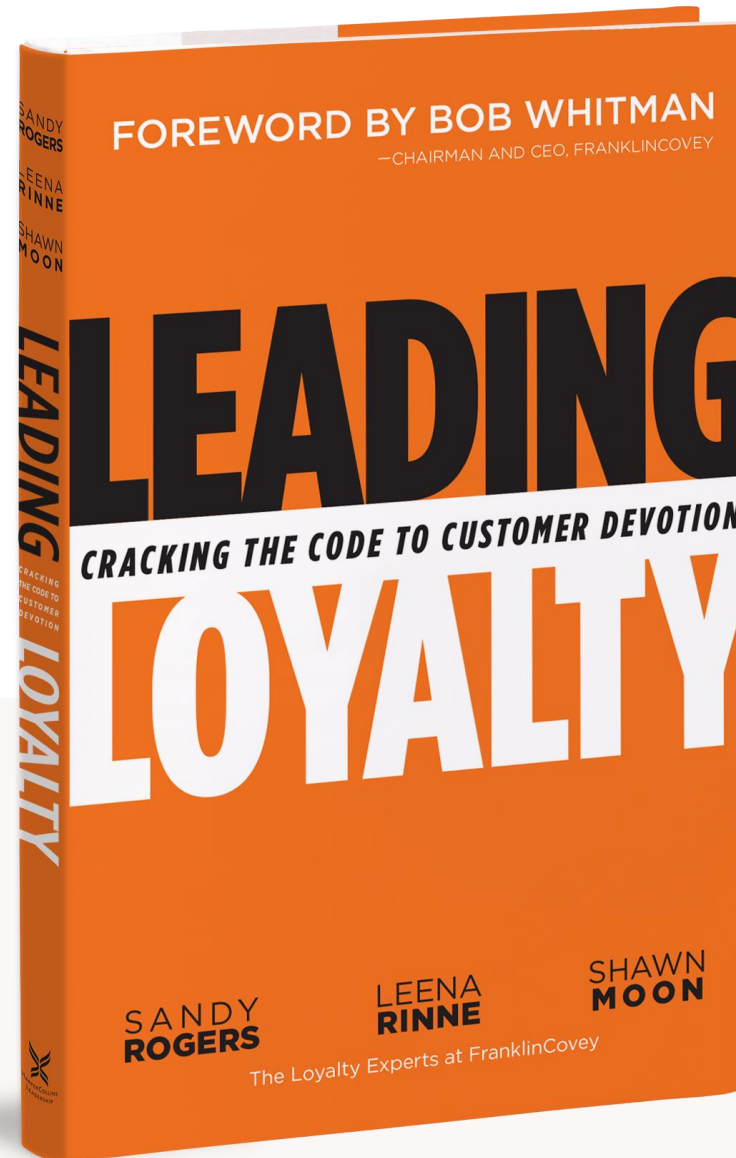




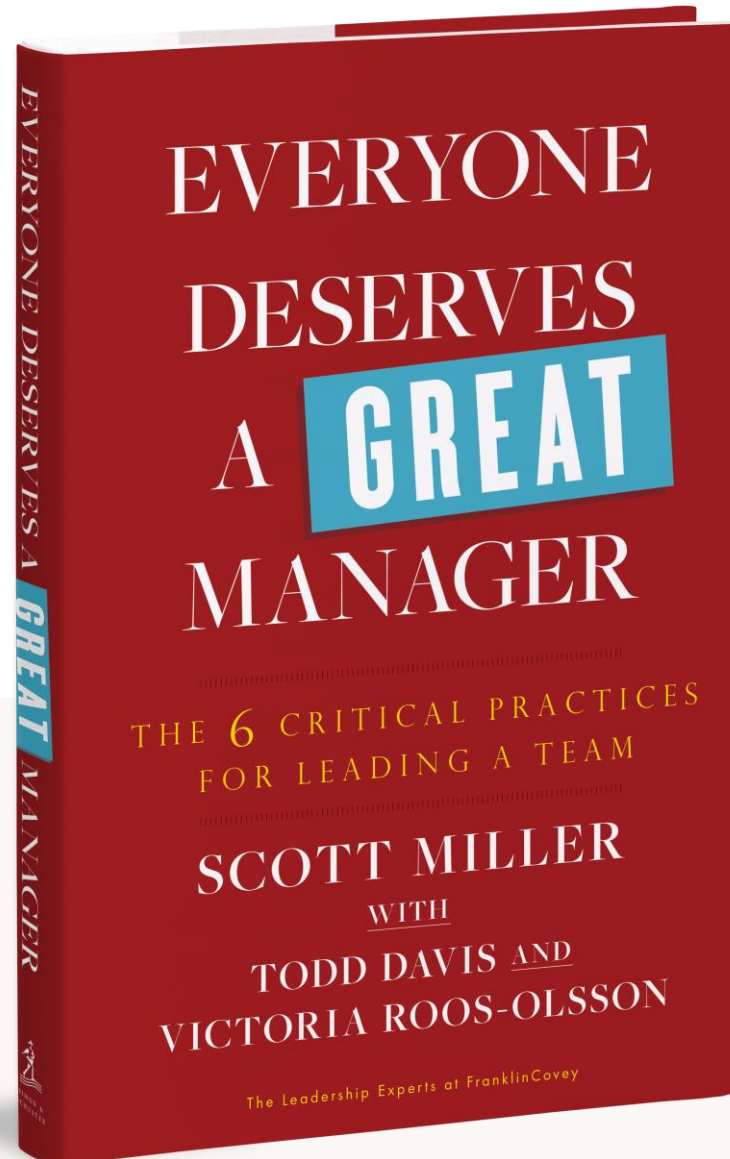












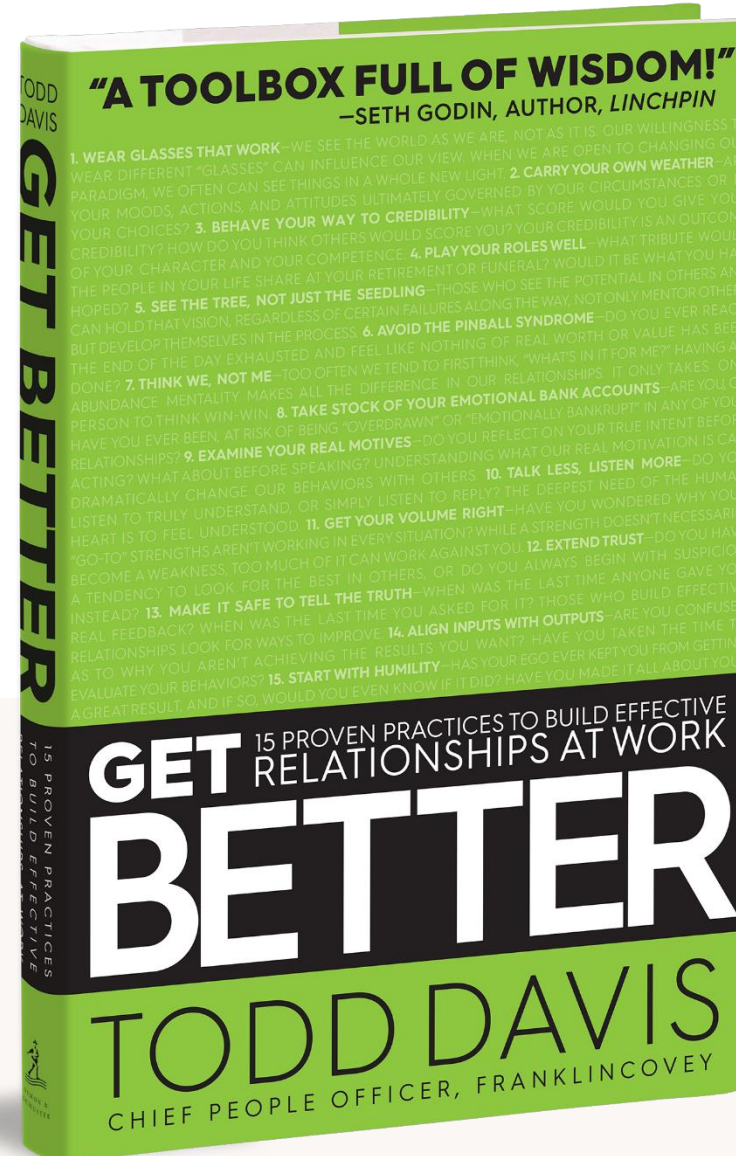
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GET BETTER

# Media Appearances

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Print and Digital

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FASTCOMPANY

The Dallas Morning News

Entrepreneur

Inc.

Forbes

The Charlotte Observer



cheddar

Reader's  
digest

Parade

big  
think

800ceoread

THE BUSINESS  
JOURNALS

MONSTER

training  
THE SOURCE FOR PROFESSIONAL DEVELOPMENT

SCHOOL  
LEADERS  
NOW

Miami Herald

THE SACRAMENTO BEE

ST. LOUIS POST-DISPATCH

LADDERS  
Market. Manage. Move up in your career.

BUSINESS  
INSIDER

THRIVE  
GLOBAL



My Morning Routine

Recruiter

SUCCESS

GOODUTAH

TRAINING  
INDUSTRY

The Salt Lake Tribune

MARIA  
SHRIVER  
POWERED BY INSPIRATION

Deseret News

The Washington Post

THE KANSAS CITY STAR.

CHIEF LEARNING OFFICER®

# GET BETTER

# Media Appearances

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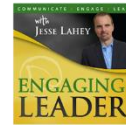
## Industry Conference Appearances

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## Podcast and Webcasts

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## Corporate Events

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FRANKLINCOVEY

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# ONLEADERSHIP

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THE WORLD TOUR

WHAT SETS GREAT LEADERS APART



EVENTS

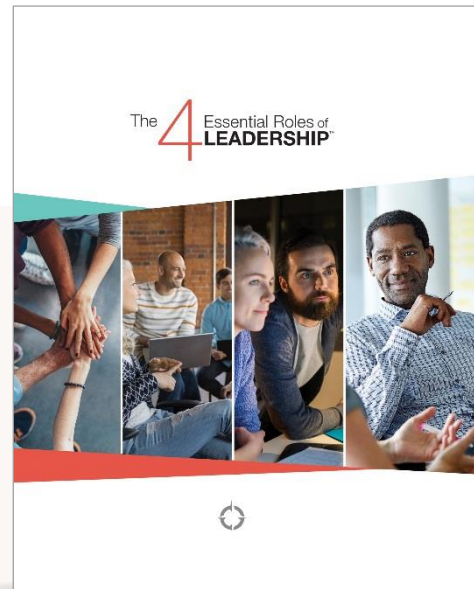
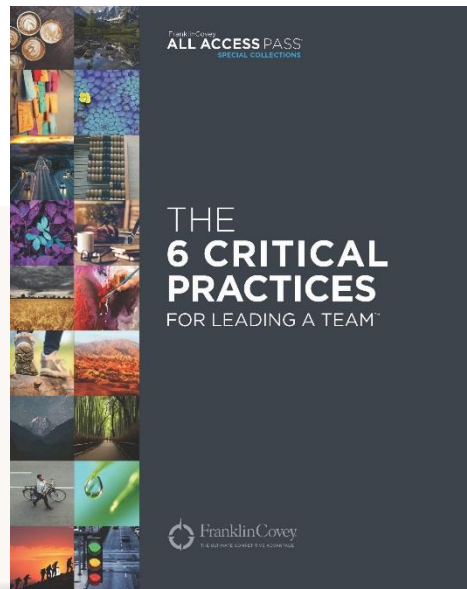
# Live Events in More Than 55 Countries

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FRANKLINCOVEY

## ON LEADERSHIP

THE WORLD TOUR



ON LEADERSHIP EVENT

# Frankfurt, Germany





ON LEADERSHIP EVENT

# São Paulo, Brazil





ON LEADERSHIP EVENT

# Riyadh, Saudi Arabia





ON LEADERSHIP EVENT

# Singapore





R 500 000  
ACCESS PASS  
LEMMAR ÖVER  
A VÄRLDEN  
  
MILJONER  
BÖCKER  
SÅLDA  
  
NER  
SHOP-  
GARE  
ALT

ON LEADERSHIP EVENT

# Stockholm, Sweden

ÖVER 30 ÅRS ERFARENHET

100 000 KUNDMÖTEN ÅRLIGEN

OMFATTANDE UNDERSÖKNINGAR

ÖVER 500 000 ALL ACCESS PASS MEDLEMMAR ÖVER HELA VÄRLDEN

KONTOR I ÖVER 140 LÄNDER

MILJONER BÖCKER SÅLDA

MILJONER WORKSHOP-DELTAGARE GLOBALT

ÖVER 1,5 MILJARDER KRONOR I FÖRSKNING OCH PRODUKTUTVECKLING

 **Franklin Covey**  
THE ULTIMATE LEADERSHIP DEVELOPMENT



ON LEADERSHIP EVENT

# Shanghai, China



FranklinCovey  
ONLEADERSHIP  
THE WORLD LEADERS  
WHAT SETS GREAT LEADERS APART?  
卓越领导 创赢文化  
全球发布会  
7月3日 - 上海

WHY NOT ENOUGH  
LEADERS.



ON LEADERSHIP EVENT

# Charlotte, North Carolina





ON LEADERSHIP EVENT

# Lusaka, Zambia





ON LEADERSHIP EVENT

# Taipei, Taiwan





ON LEADERSHIP EVENT

# Castries, Saint Lucia





ON LEADERSHIP EVENT

# Prague, Czech Republic





ON LEADERSHIP EVENT

# Dearborn, Michigan





ON LEADERSHIP EVENT

# Nairobi, Kenya





ON LEADERSHIP EVENT

# Curitiba, Brazil





ON LEADERSHIP EVENT

# Baghdad, Iraq



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THOUGHT LEADERSHIP

# **Distribute Through New and Innovative Channels**

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- Print and Digital Distribution
- Industry and Conference Keynotes
- Radio and Podcasts
- eNewsletter

THOUGHT LEADERSHIP

# Print and Digital Distribution



Randy Illig

## Five Sales Leadership Lessons From 2018 That Could Make 2019 A Whole Lot Better

**Randy Illig** Contributor  
Leadership Strategy  
*I teach sophisticated selling and how to drive phenomenal sales growth*



Focusing on customer needs will become an even more crucial part of the sales experience. [Source: sales@revel.com](#)

Executive teams that personally own the sales and customer experience have the best sales cultures and the highest growth. At these companies, the leadership team knows and models the sales methodology and approach better than anyone in the organization.

## A Great Résumé Can Be Deceiving; Here's How To Sidestep The Experience Trap

**Randy Illig** Contributor  
Leadership Strategy  
*I teach sophisticated selling and how to drive phenomenal sales growth*



Identify the key skills that make a difference in sales, and use those to measure what experience is most valuable. [Source: sales@revel.com](#)

When it comes to sales teams, hiring for experience doesn't come cheap. And it can actually represent a harmful trap.

Whether it's a sport, art or profession, the science indicates that we hit

## 8 Ways Your Team Can Succeed At Social Selling

**Randy Illig** Contributor  
Leadership Strategy  
*I teach sophisticated selling and how to drive phenomenal sales growth*

In a previous article, we argued that your sales force could be facing extinction, because the same trends that have revolutionized the consumer experience are now transforming the B2B sales process.

Organizations no longer have the option of waiting to embrace "social selling" — the new model of leveraging online platforms such as LinkedIn to attract targeted buyers.

Social-sales expert Brynne Tillman says lacking clear direction, salespeople are figuring out this new technique themselves. "At the highest level, the challenge is that their salespeople are doing random acts of social," she says. "There's no strategy or structure or process."

Don't know where to start? Tillman shares an eight-step process for rolling out a social-selling strategy.



Without a defined plan, salespeople will figure out their own methods of social selling, which could lead to negative results. [Source: sales@revel.com](#)

## A High-Trust Sales Organization Starts From The Top

**Randy Illig** Contributor  
Leadership Strategy  
*I teach sophisticated selling and how to drive phenomenal sales growth*

Note: This is the first of two columns focusing on trust in business relationships.

Think you've got the competition cornered with your superior products or pricing?

Don't get too comfortable.

Markets move so rapidly that most competitive advantages last only briefly before your competition catches up.

Innovation and cost leverage are important, of course, but you can't build a sound business on them anymore.

So what's the most powerful weapon to compete in the marketplace? The new currency of competition is trust.

High-trust client relationships transcend marketplace churn. A Watson



High trust in an organization can create a culture of unity and support for your sales team. [Source: sales@revel.com](#)



THOUGHT LEADERSHIP

# Print and Digital Distribution




Todd Davis

### Do You Have an Annoying Coworker? Here's How to Cope

*Choosing our thought process, reactions and response for positive interactions with even the most difficult colleagues*

By Todd Davis, FranklinCovey Chief People Officer, The Wall Street Journal bestselling author

[f](#) [t](#) [in](#) [li](#) [p](#)



I've recently been working on a project with a colleague whose style can really frustrate me. Two weeks ago, I was particularly annoyed during a meeting with this person and let's just say I shared my frustration. I left the meeting in somewhat of a huff, and as I walked down the hall, I thought, "Todd, could you have been a bigger scientist?"

I would guess that most of us have experienced working with a colleague who irritates us on occasion. Our annoyance might stem from legitimate issues, like a coworker who constantly shows down our ideas, or downright petty ones, like their habit of stealing products of day.

But here's the thing: it's not about them. It's about us. Our thought process. Our reactions. Our ability to choose our response.

So when you find yourself grinding your teeth around your least favorite colleague, here's how to turn the situation around.

**Remember what you want to be known for.** First, let's back up. As you prepare for your week (for me, that's Sunday night, but yours may be different depending on your work schedule), reflect on what you hope to accomplish that week. If you have a mission statement or some kind of document that articulates your core values, take it out and reread it.

Connect with your values and your highest priorities. What matters most to you? What? (Again, do you want to leave—today, this month, at the end of your life?) How do you need to treat people to get there?




Leena Rinne

### There's No Such Thing as "Getting Caught Up"

*The idea that we can increase our productivity to the point that we can finally get caught up is a complete fallacy.*

By Leena Rinne, FranklinCovey Vice President of Consulting and co-author of The Wall Street Journal bestseller, The 5 Choices: The Path to Extraordinary Productivity

[f](#) [t](#) [in](#) [li](#) [p](#)



Sunday morning I was out for a walk with a dear friend who remarked that she desperately wished that she could pause the clock for a few days to get caught up. I found myself longing for the same thing. I imagined luxuriatingly checking tasks off my list, while the world was stopped around me...until it hit me.

There's no such thing as "caught up."

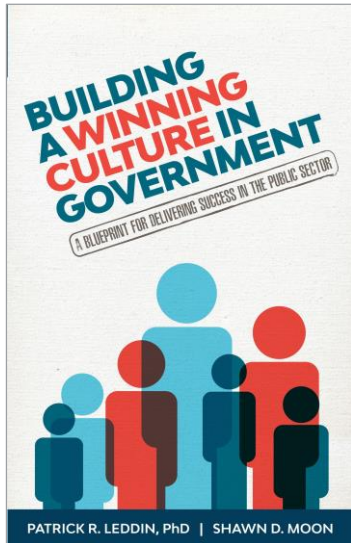
The sheer volume of stuff that comes our way increasingly defines the landscape of our lives. Between the projects, emails, meetings, requests and the laundry list of tasks required just to keep our lives running, of course we feel overwhelmed. And this doesn't even begin to tackle the things that really matter to us.

Yet the conversation about productivity, amazingly, still centers around getting more things done. The idea that we can increase our productivity to the point that we can finally get caught up is a complete fallacy. There is quite literally no end to the number of unimportant things that we have to spend our time on.

Meanwhile, there truly are only a few things each day that are worthy of our finest attention. Being productive must be reframed from getting more done, to getting the right things done.

THOUGHT LEADERSHIP

# Print and Digital Distribution



Patrick Leddin



## WHY CHANGE INITIATIVES FAIL... AND WHAT L&D CAN DO

*L&D needs to be immersed in the organization's strategic and operating priorities, so it can provide practical, meaningful programs that support and drive change.*

### The 4 Essential Roles of Leadership in the Face of Constant Change

*By Patrick Leddin, Ph.D., Associate Professor, Vanderbilt University, Managerial Studies Program, and Senior Consultant, FranklinCovey*

*"The only thing that is constant in life is change." —Heraclitus, Greek Philosopher (2,000-plus years ago)*

At this very moment, you likely are experiencing sweeping changes that impact your entire organization (e.g., a large-scale technology implementation) and smaller ones felt mainly by your team (e.g., a colleague's departure). Moreover, the same would have been true five years ago, and likely will be true five years from now.

Change is a constant. Change is relentless. Heraclitus was right.

Over the last 30-plus years, FranklinCovey (<http://www.franklincovey.com>) has worked with hundreds of thousands of leaders in more than 140 countries. We have watched organizations both flourish and flounder in the face of tumultuous change. Experience has taught us that to thrive in change, organizations must have great leaders who fulfill four essential roles.



THOUGHT LEADERSHIP

# Industry and Conference Keynotes



**World  
Business  
Forum**

- New York City
- London
- Mexico City
- Sydney
- Milan
- Madrid
- Bogota
- Lima



THOUGHT LEADERSHIP

# Industry and Conference Keynotes



**New York City**  
November 20-21, 2019



# Radio and Podcasts




iTunes Preview

OverviewMusicVideoCharts

### Talent Champions with Diana Thomas

By FranklinCovey

To listen to an audio podcast, mouse over the title and click Play. Open iTunes to download and subscribe to podcasts.



[View in iTunes](#)

Free

Category: [Business](#)

Language: English

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### Description

Talent Champions is the best source of relevant and engaging discussion focused on the issues facing the world of HR and talent development. Join host and talent development veteran, Diana Thomas, on your commute, coffee break, down time, and gym time as she shares best practices, promotes new approaches and discusses important solutions available to HR and talent development professionals.

	Name	Description		Released	Price	
1	Networking with Mary Mc...	Building a strong, acti...	<a href="#">i</a>	3 1 2019	Free	<a href="#">View in iTunes ▶</a>
2	Episode #02: The Tech La...	Technology has radica...	<a href="#">i</a>	20 12 2018	Free	<a href="#">View in iTunes ▶</a>
3	Episode #01: The Role of ...	How can learning lead...	<a href="#">i</a>	6 12 2018	Free	<a href="#">View in iTunes ▶</a>
4	Talent Champions Trailer	Talent Champions is t...	<a href="#">i</a>	20 11 2018	Free	<a href="#">View in iTunes ▶</a>

4 Items

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THOUGHT LEADERSHIP

# Radio and Podcasts



THOUGHT LEADERSHIP

# eNewsletter

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Stephen  
M. R. Covey



Susan Cain



Chris  
McChesney



Doris Kearns  
Goodwin



Seth Godin



Marche Barney




Nancy Duarte

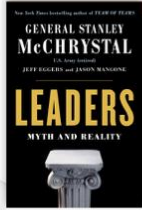


Daniel Pink

FRANKLIN COVEY  
**ON LEADERSHIP**  
WITH  
SCOTT MILLER



GEN. STANLEY MCCHRYSTAL  
EPISODE 27




**LEADERSHIP MYTHS AND REALITIES**

Join retired four-star general Stanley McChrystal as he shares what we can learn from the geniuses, heroes, power brokers, reformers, founders, and zealots across history.

[Watch Episode](#)

[Listen to Episode](#)


To see previous episodes of the FranklinCovey On Leadership series [Click Here.](#)



**EXAMINE ENTRENCHED BELIEFS**

If a four-star general can challenge his own thinking, so can we.

[Read Article](#)



**5 WAYS TO PREPARE FOR CHANGE**

Change is inevitable. Here's how to get ready.

[Download Tool](#)



# What's Next?



WHAT'S NEXT

# Books

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- *The 30-Day Leadership Challenge*  
Mango Media
- *The 4 Essential Roles of Leadership*  
Simon & Schuster
- *The 4 Disciplines of Execution* Update  
Simon & Schuster
- *Building Family Engagement in Schools*

WHAT'S NEXT

# In Development

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- Sales Leadership
- Executive-Level Leadership
- Unconscious Bias
- Various Education Solutions

WHAT'S NEXT

# Articles in Development

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- *Creating Wild Fires of Great Performance* by Bob Whitman  
Harvard Business Review
- *How to Become One of The Best Companies to Work for in America*  
by Stephen M. R. Covey  
Major Media Targeted
- *Executing Your Patient Satisfaction Goals* by Chris McChesney  
STAT/Boston Globe
- Weekly First-Level Leaders Contributor Column by Scott Miller  
INC. Magazine



# Investor/Analyst Day

January 17, 2019

