



FranklinCovey

Franklin Covey Co. Expands All Access Pass Worldwide

October 9, 2018

FranklinCovey Translates Nine Core Offerings into 15 Languages for Global Audience

SALT LAKE CITY--(BUSINESS WIRE)--Oct. 9, 2018-- [Franklin Covey Co.](#) (NYSE:FC), a global firm specializing in organizational performance improvement, announced today the global expansion of the FranklinCovey [All Access Pass](#)® (AAP) — the subscription service which provides passholder organizations with unlimited access to the company's entire collection of best-in-class performance improvement content and solutions.

As part of its continued efforts to increase value to its clients worldwide, FranklinCovey has completed the translation of nine of its most popular individual and leadership development offerings into 15 languages, including Arabic, Bahasa Indonesian, traditional and simplified Chinese, Danish, Dutch, French, German, Italian, Japanese, Polish, Portuguese, Spanish, Swedish and Thai. Those offerings include [The 7 Habits of Highly Effective People® Signature Edition 4.0](#), [The 5 Choices to Extraordinary Productivity®](#), and [Leading at the Speed of Trust® 3.0](#).

"This global expansion is a significant milestone in our effort to enable the greatness in people and organizations everywhere," said Bob Whitman, FranklinCovey CEO. "Our passholders quickly realize the unprecedented flexibility and value of the All Access Pass as they use it to overcome the ever-changing challenges of creating and maintaining dynamic, winning cultures. Now, with our core offerings in English and 15 other languages, our international clients can tailor and unify the learning of their global workforce through the flexible, on demand and localized platform that All Access Pass provides."

FranklinCovey has been transitioning from its traditional business model for more than two years. Previously, the company sold content and solutions one course, or one solution at a time, and often to only one team through one modality at a time. All Access Pass was first announced in early 2016 and was rolled out with targeted availability to clients, while adding new solutions and functionality to its web portal. Since the initial launch, FranklinCovey has seen breakout success with the All Access Pass subscription model, bringing greater flexibility, impact and results to its clients. The finished translation on its core offerings now allows for All Access Pass to become available to clients outside of predominantly English-speaking nations.

With an All Access Pass subscription, passholders are able to assemble, integrate and deliver FranklinCovey's individual and leadership development content in an almost limitless combination through various delivery channels — live, live-online, on demand and integrated into existing training offerings.

Passholders also have exclusive access to an implementation specialist — an expert in FranklinCovey's solutions — and other services to ensure they are unleashing the full scope and power of the All Access Pass to achieve their business objectives.

FranklinCovey's All Access Pass uses a cost-per-population model, which lowers the cost barrier and creates a strong value proposition for clients, while increasing the flexibility and availability of learning to their teams and organizations. Passholders also receive special pricing on books, on-site consulting, custom solution design and facilitator and participant materials.

"We created the All Access Pass after an extended evaluation of our client and organizational interactions," said Paul Walker, FranklinCovey's enterprise division president. "Single solution purchases were no longer a viable option for organizations that need to develop talent and teams on multiple levels. With the All Access Pass, we have created a predictable and scalable resource that provides maximum impact to an organization. Passholders are able to address their learning and development needs to meet key business objectives by accessing our solutions on their own timeline and through a delivery channel that best suits their situation."

FranklinCovey's transition to a subscription model has strengthened its position in the training and consulting industry, allowing FranklinCovey to provide clients with an unmatched balance of best-in-class content and services to support the sustainability and results of content implementation.

The company has made a significant effort to develop and create content innovations to bolster the impact and value of the All Access Pass. In January 2018, FranklinCovey launched [The 4 Essential Roles of Leadership](#), a new solution that was the product of two years of research and was targeted for mid-to-senior level leaders. One month later, the company introduced [The 6 Critical Practices for Leading a Team](#), a solution designed for first-level leaders. These leaders play an important role in creating organizational culture and in many respects are responsible for the success or failure of the business.

Click [here](#) to learn more about the FranklinCovey All Access Pass.

ABOUT FRANKLIN COVEY CO.

[Franklin Covey Co.](#) (NYSE: FC) is a global, public company specializing in organizational performance improvement. We help organizations and individuals achieve results that require a change in human behavior. Our expertise is in seven areas: leadership, execution, productivity, trust, sales performance, customer loyalty and education. FranklinCovey clients have included 90 percent of the Fortune 100, more than 75 percent of the Fortune 500, thousands of small and mid-sized businesses, as well as numerous government entities and educational institutions. FranklinCovey has more than 100 direct and partner offices providing professional services in over 160 countries and territories.

Source: Franklin Covey Co.

MEDIA CONTACT

Franklin Covey Co.

Debra Lund

801-244-4474

Debra.lund@franklincovey.com

or

Travis Rust

801-817-5378

Travis.rust@franklincovey.com