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FranklinCovey and HarperCollins Leadership Release Book, *Master Mentors: 30 Transformative Insights From Our Greatest Minds*, From Bestselling Author Scott Jeffrey Miller

September 13, 2021

Master Mentors Named a #1 Amazon Bestseller, Prior to its Release September 14

Author Invites Readers to Mentor Others On National Mentoring Day and Throughout the Year

SALT LAKE CITY--(BUSINESS WIRE)--Sep. 13, 2021-- [Franklin Covey Co.](#) (NYSE: FC), a global firm specializing in organizational performance improvement, and [HarperCollins Leadership](#) today announced the release of [Master Mentors: 30 Transformative Insights From Our Greatest Minds](#), from *Wall Street Journal* bestselling author [Scott Jeffrey Miller](#). The new book has recently been a #1 bestseller on Amazon, prior to its release September 14, 2021. (Visit [Franklin Covey's Master Mentors](#) to learn more.)

Master Mentors features the best and brightest insights gleaned from interviews with some of the most brilliant business minds and thought leaders on [FranklinCovey's On Leadership with Scott Miller podcast](#), the world's largest and fastest-growing weekly leadership podcast. Miller is the author and co-author of multiple best-selling management books including [Management Mess to Leadership Success: 30 Challenges to Become the Leader You Would Follow](#) and [Everyone Deserves a Great Manager: The 6 Critical Practices for Leading a Team](#). In the book, he delivers **30 Master Mentors**, featuring illuminating lessons from celebrities, business luminaries, bestselling authors, and other leading experts together in one book. Each chapter highlights the principles, practices, traits and strategies that make every insight from each mentor an important part of this collection.

Released in advance of National Mentoring Day on October 27, 2021, *Master Mentors* underscores the need for more mentorship in today's workplace, particularly at a time when the changes associated with remote work can make mentoring more challenging.

A valuable resource for both management and individual contributors, the book offers readers practical work and career and life strategies through the indispensable lessons learned from highly successful mentors. Included are luminaries such as Seth Godin, Stephen M.R. Covey, Anne Chow, Stedman Graham, Liz Wiseman, Susan Cain, Trent Shelton, and General Stanley McChrystal, who challenge the reader's mindset and beliefs, restore focus, and validate the path towards greater empowerment. Readers will acquire new career and life skills to help them be more successful in their professional and personal lives, all while maximizing lessons learned, by becoming mentors to others.

Miller, author of *Master Mentors* and host of [FranklinCovey's On Leadership with Scott Miller podcast](#), said, "Reading each guest's books and then conducting an *On Leadership* podcast interview often leaves me with a sense of awe and humility, because of all I learn in the process. Selecting only 30 'Master Mentors' for the book was difficult, as there were so many profound, yet practical insights offered by all of our guests. These 30 Mentors changed my life, and they can change yours too, whether you're a CEO, team leader, manager or individual contributor. You're invited to read this book and apply one key insight per week at work or in your personal life. And when you learn a valuable insight from a Master Mentor, share it with someone else, both on National Mentoring Day, and throughout the year."

In *Master Mentors*, Miller captures the essence of his interviewees, what resonated most in each interview, and the best takeaway. The book features easily digestible, timely insights, along with thought-provoking questions at the back of every chapter for further self-reflection. Transformational wisdom from various Master Mentors include the following, to name a few:

[Karen Dillon](#) – Deliberate vs. Emergent Strategies: I learned that 93 percent of all organizations that achieve "financial success" do so with an emergent strategy, not the deliberate strategy that was originally implemented. The ability to pivot is vital to success. Dillon is the former editor of the *Harvard Business Review* and a co-author of the seminal book, *How Will You Measure Your Life*.

[Anne Chow](#) – What's Your Motive: Oftentimes what seems like innocuous questions about other people's heritage, nationality, race, religion, ethnicity and education serve as inhibitors rather than accelerators in interpersonal trust. Understanding your own motive is vital to building trust with others. Chow is the CEO of AT&T Business, has been named by *Fortune* as one of the most powerful women in business, and is the co-author of the bestselling book, *A Leader's Guide to Unconscious Bias*.

[Kim Scott](#) – Radical Candor: The most impactful gift any leader can offer members of their team is having high courage conversations about a person's blind spots that balance both courage with consideration. This requires many of us to move outside of our natural comfort zone and often practice "straight talk" and discuss the undiscussables. Scott is a former Silicon Valley executive and the author of the bestselling books *Radical Candor* and *Just Work*.

[Liz Wiseman](#) – Be a Multiplier and Not a Diminisher: When a leader employs the effective mindset that their job is to achieve results with and through other people, they come to realize that instead of being the genius in the room, their key contribution is to be the genius maker of others. This is achieved by demonstrating an often-unnatural level of self-awareness to identify when you are accidentally diminishing others so that you can instead create more multiplying moments. Wiseman is a renowned keynote speaker and leadership expert and the author of the bestselling book, *Multipliers* and a forthcoming book, *Impact Players*.

[Todd Davis](#) – The Power of Relationships: Contrary to the oft repeated human resource adage that people are an organization's most valuable asset, it's actually not true. People aren't an organization's most valuable asset. Nor is their supply chain, brand, distributions, products, pricing, patents, trademarks, or other perceived assets. It's the relationships between the people that is every organization's ultimate competitive advantage. The relationships between the people, and their leaders, create your culture. And your culture cannot be replicated or stolen from you, unlike everything else. Davis is a multi-bestselling author and serves as FranklinCovey's Chief People Officer.

