



FranklinCovey Launches Reimagined Course, *The 7 Habits of Highly Effective People*®, Significantly Updated to Address Today’s Workplace Challenges

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With Accelerating Technology and Advanced AI, Employees Must Have the Human Skills Taught in *The 7 Habits* to Fuel Profound Growth at Every Level in Their Organization

SALT LAKE CITY--(BUSINESS WIRE)--Nov. 13, 2024-- [FranklinCovey \(NYSE:FC\)](#), one of the largest and most trusted leadership companies in the world, announced today the launch of its reimagined course, [The 7 Habits of Highly Effective People](#)®, which has been significantly updated to address today’s workplace challenges. Its content is based on the [#1 bestselling business book](#) of the same name, which has sold more than 50 million copies in over 50 languages worldwide.

Organizations today need their people to be more effective because great people build great organizations. Any organization’s success hinges on tapping into the collective energy of its people and directing it towards its most critical strategies. But often, individuals excel at technical skills but lack foundational human skills.

“In an era of accelerating technology and advanced AI, human skills for working effectively with others are more vital than ever before,” said [FranklinCovey CEO Paul Walker](#). “This new *7 Habits* course equips everyone in an organization with essential abilities, such as emotional intelligence, proactive problem-solving, and self-leadership, fueling profound growth at every level.”

Redesigned for today’s evolving workplace, *The 7 Habits* course is foundational for every person in every organization—from individual contributors to senior leaders. It provides a framework for [personal and professional effectiveness](#), and fosters a culture of collaboration, productivity, and continuous improvement within teams and organizations. Learners develop the mindsets to work from the inside out, establish their character, and create the foundation to work more effectively—both individually and with others.

[Will Houghteling, FranklinCovey EVP of Product and Platforms](#), said, “The updated *7 Habits* course creates lasting behavioral transformation, unlocking potential and maximizing performance. Employees are empowered to communicate more effectively, proactively solve problems, and align their efforts with organizational goals, leading to greater organizational success.”

Many organizations face common challenges like poor communication, inconsistent motivation, and lack of strategic alignment. *The 7 Habits* course addresses these challenges at their core to transform organizations:

Challenges	Solutions
Individuals have inconsistent motivation and engagement and are hesitant to take initiative or responsibility for results.	Improve individual effectiveness and build character that leads to lasting behavior change.
Team communication is poor, with frequent friction and frustration.	Establish more collaborative and creative teams that generate new ideas and achieve breakthrough results together.
A lack of strategic organization creates islands between individuals, teams, and departments.	Create an opportunity for team members to thrive by developing a shared language and winning culture.

Research conducted by FranklinCovey shows that employees proficient in the *7 Habits* are rated by their managers as top performers and more highly engaged. The data proves the effectiveness of the course, with skills from the *7 Habits* consistently predicting job success. Key benefits for organizations whose learners participate in the course include:

- **Business Impact:** drives innovation, strengthens collaboration, and eliminates siloes, unlocking intangibles that elevate performance.
- **Skill Development:** cultivates essential personal and interpersonal leadership skills—emotional intelligence, proactivity, and agility—resulting in transformative behavior change.
- **Employee Engagement:** provides an experience that drives validated and measurable employee engagement and success.

Walker said, “Trusted by millions worldwide, *The 7 Habits* course is the personal—and interpersonal-development solution that continues to be the leadership development standard. For more than 35 years, it has been experienced by people holding every title, in every industry and occupation, and is the hallmark of effective leadership, performance optimization, extraordinary results, and winning cultures. This is [The 7 Habits](#) effect.”

The course is built upon the framework of The Maturity Continuum®. Each habit is based on universal principles and paradigms of effectiveness that are timeless, trusted, and proven. Learners move from dependence and independence to interdependence. The Private Victory® includes Habits 1-3, and emphasizes personal mastery, defining desired outcomes and focusing efforts to lay the internal groundwork for success. The Public Victory® includes Habits 4-6, and fosters collaboration and synergy with others, building strong relationships that allow learners to accomplish more together than they could alone. And, Renewal, Habit 7, emphasizes the need for self-renewal and continuous improvement to succeed in and sustain the other habits.

Each session of *The 7 Habits* course will help learners to apply the 7 Habits.

Foundations	Evaluate their paradigms and align to principles of effectiveness.
Habit 1: Be Proactive®	Assume responsibility and focus on the things that can be influenced rather than what can't.
Habit 2: Begin With the End in Mind®	Define clear measures for success and create a plan to achieve them—in the next few hours, over the next few months, or across a lifetime.
Habit 3: Put First Things First®	Prioritize and spend time on achieving the most important goals.
Habit 4: Think Win-Win®	Approach each situation looking for ways everyone can win.
Habit 5: Seek First to Understand, Then to Be Understood®	Listen, understand, and honor others' perspectives, and have the courage to express thoughts and feelings respectfully.
Habit 6: Synergize®	Leverage diverse perspectives to solve problems, innovate, and achieve more than any one individual alone.
Habit 7: Sharpen the Saw®	Increase motivation, energy, and vitality by making time for renewal activities.

Additional 7 Habits Resources:

- [The 7 Habits of Highly Effective People: A Brief Guide to Principles From The Bestselling Book](#)
- [Private Victories: Inside-Out Professional Growth With The 7 Habits Effect](#)
- [Public Victories: Build Triumphant Teams With The 7 Habits Effect](#)
- Human beings are driven by purpose. So, what's yours? [Build Your Mission Statement](#)
- Discover the habit where you or your team is most effective: [Your 7 Habits Strengths](#)

Available through the [FranklinCovey All Access Pass®](#), the new *7 Habits* course features an interactive, practical approach that's supported by contemporary videos, enhanced accessibility, and [The FranklinCovey Impact Platform™](#). It provides enhanced On Demand and mobile functionality, addressing the needs of organizations of all types. In 20 languages worldwide, it is available in multiple modalities and includes reinforcement microlearning:

- Live In-Person (Six 120-minute sessions).
- Live-Online (Spaced—Six 120-minute sessions delivered over weeks or months) or Concentrated (One 120-minute session and five 90-minute sessions delivered over two days).
- On Demand (Eight 30-minute sessions).

For more information, visit <https://www.franklincovey.com/the-7-habits-effect/> or call 888-868-1776.

About FranklinCovey

[FranklinCovey \(NYSE: FC\)](#) is one of the largest and most trusted leadership companies in the world, with directly owned and licensee partner offices providing professional services in over 160 countries and territories. The Company transforms organizations by partnering with clients to build leaders, teams, and cultures that get breakthrough results through collective action, which leads to a more engaging work experience for their people. Available through the [FranklinCovey All Access Pass](#), FranklinCovey's best-in-class content, solutions, experts, technology, and metrics seamlessly integrate to ensure lasting behavior change at scale. Solutions are available in multiple delivery modalities in more than 20 languages.

This approach to leadership and organizational change has been tested and refined by working with tens of thousands of teams and organizations over the past 30 years. Clients have included organizations in the *Fortune 100*, *Fortune 500* and thousands of small and mid-sized businesses, numerous government entities, and educational institutions. To learn more, visit www.franklincovey.com and enjoy exclusive content across FranklinCovey's social media channels at: [LinkedIn](#), [Facebook](#), [Twitter](#), [Instagram](#), and [YouTube](#).

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