



FranklinCovey Launches the FranklinCovey Coaching Suite, a Results-Focused Data-Driven Offering Which Accelerates Leadership Impact Across Organizations

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Coaching is a Strategic Lever That Builds Leadership Capabilities, Accelerates Change, and is a High-Impact, High-ROI Solution; When Paired with Learning, Coaching Boosts Implementation up to 400%

SALT LAKE CITY--(BUSINESS WIRE)--May 22, 2025-- [FranklinCovey \(NYSE:FC\)](#), one of the largest and most trusted leadership companies in the world, today announced the launch of its new [FranklinCovey Coaching suite](#), a results-focused, data-driven offering that accelerates leadership impact across organizations. Through personalized executive, leadership, and group coaching, the suite helps individuals develop the clarity, confidence, and capabilities needed to turn challenges into opportunities and insights into action.

[Paul Walker](#), FranklinCovey CEO, said, "Organizations today are under immense pressure to grow, restructure, operate more efficiently, and stay competitive in an increasingly turbulent environment. Meeting these demands requires stronger leadership at every level, with more leaders and leaders with great capabilities. Employees, especially those in leadership roles, are being asked to grow faster, deliver results sooner, and lead through constant change."

Despite significant investment, many organizations continue to struggle with building essential leadership capabilities. Common challenges include adapting to relentless change, accelerating leadership transitions, developing strategic thinking, and enhancing executive presence. Leaders are often unprepared to inspire action, navigate complexity, or engage their teams effectively. With weak bench strength and high disengagement, few companies feel ready to fill critical leadership roles—making leadership development and coaching more urgent than ever.

Walker continued, "To meet these challenges, the FranklinCovey Coaching suite is a strategic lever that builds leadership capabilities and accelerates change. It's a high-impact, high-ROI solution. When paired with learning, our coaching boosts implementation as much as 400%. And when it's combined with behavior change goals, it accelerates adoption up to 4x faster. It isn't just a nice to have—it's a performance strategy." (FranklinCovey Coaching Study)

Rooted in industry best practices, FranklinCovey Coaching's four-step methodology is flexible, reliable, and scalable to meet an organization's unique needs. Expert coaches:

1. **Align Objectives:** Align on clear goals and define what success looks like with measurable outcomes.
2. **Evaluate Needs:** Gather data to uncover skill gaps, increase self-awareness, and accelerate future performance.
3. **Coach Behaviors:** Translate insights into action through coaching that builds the skills needed to achieve goals.
4. **Sustain Results:** Develop a personalized plan to reinforce growth and maintain long-term impact.

Greg Smith, FranklinCovey General Manager, Executive Coaching, said, "Our coaching is designed to help leaders and teams across entire organizations achieve results. Whether developing the C-Suite, accelerating high-potential talent, or empowering frontline employees, we offer the breadth, depth, and flexibility to meet our clients' needs at scale. With one of the most comprehensive suites of coaching solutions on the market, we help organizations develop leaders, change behaviors, and achieve results."

The new coaching suite provides a range of coaching solutions designed to support an organization's unique needs:

- **1-on-1 Coaching:** includes a high-impact, personalized partnership between a coach and individual, designed to expand leadership capabilities and deliver measurable results and includes:
 - **Executive Coaching:** Empowers senior leaders through data-driven, results-focused coaching that consistently achieves a success rate above 97%, which is nearly double the industry. It is designed to elevate leadership capabilities, drive strategic growth, and amplify executive presence.
 - **Leadership Coaching:** Builds on assessment insights through sustained, personalized coaching that drives behavior change and delivers measurable outcomes from emerging leaders to directors. It strengthens leadership skills, improves team management, and supports personal growth.
- **Group Coaching:** A collaborative partnership between a coach and cohort or coach and a team designed to apply key concepts in real-world contexts and build new skills. Team or cohort-based coaching that accelerates development at scale development—whether tied to FranklinCovey content or tailored to an organization's unique needs.
 - **Reinforcement Coaching:** Helps individuals adopt new thinking, build habits, and stay accountable through action plans.
 - **Flipped Classroom Coaching:** Engages individuals with On Demand modules followed by coaching focused on real-world application.
 - **Program Support Coaching:** Accelerates skill adoption through flexible coaching tailored to strategic initiatives.
 - **4DX Coaching:** Enhances FranklinCovey's *The 4 Disciplines of Execution*® engagements through focused, progress-driven coaching.

- o **Sales Coaching:** Enhances FranklinCovey's *Helping Clients Succeed®: Strikingly Different Selling* engagements through applying content to real-world scenarios.

Smith continued, "Our global network of over 150 coaches brings the expertise, training, and experience to deliver exceptional results, having coached thousands of leaders, teams and individuals over the last 15 plus years. Supporting needs across geographies, industries, roles, and levels, our coaches ensure every engagement is tailored and impactful. And with our monthly FranklinCovey-led status calls and reports, clients are involved and aware of progress throughout an engagement, to ensure the coaching drives growth and enhances performance."

For more information on FranklinCovey Coaching, visit www.franklincovey.com 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](#), [X](#), [Instagram](#), and [YouTube](#).

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