



FranklinCovey

Dr. Stephen R. Covey, Best-Selling Author of 'The 7 Habits of Highly Effective People,' to Speak at Meydenbauer Center August 26, 2004

August 17, 2004

FranklinCovey and Microsoft to Host
International Leadership Expert at Conference

SALT LAKE CITY, Aug. 17 /PRNewswire-FirstCall// -- Dr. Stephen R. Covey, best-selling author of "The 7 Habits of Highly Effective People" and vice chairman of FranklinCovey (NYSE: FC), will be the featured keynote speaker at a half-day leadership and productivity conference to be held on Thursday, August 26, 2004, at the Meydenbauer Center, 11100 NE 6th Street, Bellevue, Washington.

FranklinCovey, a global leader in effectiveness training, productivity tools and assessment services for individuals, teams and organizations, and Microsoft, a local FranklinCovey client, will sponsor the conference.

Covey will speak in a general session from 9 a.m. to 12:30 p.m. on leadership and the proven principles contained in his best-selling book, "The 7 Habits of Highly Effective People," which has sold 15 million copies worldwide and celebrates its 15-year anniversary this fall. He will discuss how the 7 Habits principles address knowledge-worker productivity issues, how to focus and execute against top priorities at individual, team and organizational levels, and how to work faster and smarter by prioritizing information and tasks.

Covey will also outline content from his new book, "The 8th Habit: From Effectiveness to Greatness," which will be released November 9, 2004. The book will offer knowledge workers a new leadership mindset and toolset. Attendance at this event is \$199 per person. To register, call 1-888-607-1114 or visit <http://www.franklincovey.com/coveylive>.

Covey will also participate in an Executive Breakfast from 7:30 to 8:30 a.m., prior to the general session. The cost for the breakfast plus VIP seating for the general session is \$299 per person.

"We are delighted to be working in partnership with Stephen Covey and FranklinCovey to enhance information worker and team productivity," said Matt Pease, Microsoft Regional Vice President. "For years, Stephen Covey has been teaching, within the framework of his 7 Habits of Highly Effective People, how businesses can focus and execute on their top goals and navigate through conflicting priorities. Utilizing Microsoft's tools and processes and FranklinCovey's training solutions, organizations can better manage and track work, resources and results against key objectives."

In FranklinCovey's recent xQ survey of 12,182 U.S. workers, only 48% say their organization has a clear strategic direction and only 37% say they understand the reason for that strategic direction. Additionally, only 54% of workers say they clearly understand what they are supposed to do to help achieve their organization's goals.

"In the current economy, this research is troubling for executives and employees alike," said Marianne Bottorb, Managing Director, FranklinCovey Pacific Northwest Region. "Dr. Covey will address these trends and offer Seattle businesses new insights and processes to increase their individual, team and organizational productivity and effectiveness."

About FranklinCovey

FranklinCovey(R) (NYSE: FC) is a global leader in effectiveness training, productivity tools, and assessment services for organizations and individuals. FranklinCovey helps companies succeed by unleashing the power of their workforce to focus and execute on top business priorities. Clients include 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. Organizations and individuals access FranklinCovey products and services through corporate training, licensed client facilitators, one-on-one coaching, public workshops, catalogs, over 160 retail stores and <http://www.franklincovey.com>. More than 2,000 FranklinCovey associates provide professional services and products in 39 offices and in 95 countries.

About Microsoft

Founded in 1975, Microsoft (Nasdaq: MSFT) is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

Available Topic Expert(s): For information on the listed expert(s), click appropriate link.

Stephen R. Covey

http://www.profnet.com/ud_public.jsp?userid=349861

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/CONTACT: Debra Lund, +1-801-817-6440, or debra.lund@franklincovey.com, or Jennifer Tate, +1-801-817-5044, or jennifer.tate@franklincovey.com, both of

FranklinCovey/
/Web site: <http://www.franklincovey.com>
<http://www.franklincovey.com/coveylive/> /
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