



FranklinCovey Acquires CoveyLink Worldwide, LLC; Launches New Global Trust Practice

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FranklinCovey Gains Global Rights to New York Times Bestseller The Speed of Trust, by Stephen M.R. Covey

SALT LAKE CITY--(BUSINESS WIRE)--Jan. 14, 2009--[FranklinCovey](#) announced today that on December 31, 2008, it acquired [CoveyLink Worldwide, LLC](#) ("CoveyLink"), a growing boutique consultancy that trains organizations to establish, measure and grow trust with all stakeholders, thus increasing the speed of business and reducing costs.

FranklinCovey amends its existing intellectual property license with CoveyLink and now becomes the exclusive, worldwide licensee of all its intellectual content and training concepts, which are based on [The SPEED of Trust](#), the New York Times bestselling book authored by [Stephen M. R. Covey](#). With this acquisition, the company launches its new global trust practice.

CoveyLink Worldwide was founded by Stephen M.R. Covey and business partner, Greg Link, a leadership, sales, and marketing expert. The company developed training courses, assessment instruments, and application tools based on [The Speed of Trust](#), which was one of the most widely read books by executives in 2007 (CEOREad.com).

[The Speed of Trust](#) was a New York Times, USA Today, BusinessWeek, and Wall Street Journal (#1) bestseller in 2008. It has remained on the New York Times and BookScan bestseller lists for nearly one year, and is already being published in 20 languages, including Chinese, German, Japanese, and Arabic. The Speed of Trust has become a global phenomenon as evidenced by the demand for Stephen M.R. Covey to present its concepts in more than 25 international cities, including Beijing, Singapore, Zurich, Bangalore, Jeddah, London, Sydney, Tokyo, Sao Paulo, and many others. In September 2008, Stephen M.R. Covey presented to the Young Global Leaders at the World Economic Forum's Summer Davos in Beijing. He participated in a general session table discussion, where a "Crisis of Trust and Confidence" was voted the #1 challenge facing organizations in the coming year.

Stephen M.R. Covey and Greg Link will now join FranklinCovey to lead the company's global Speed of Trust practice, and will direct the practice's sales and marketing of the corporate training, products and services previously provided by CoveyLink. The two have presented The Speed of Trust to more than 200 audiences and executive teams, including U.S. Navy Admirals, The World Economic Forum, Intel, Frito Lay, Eli Lilly, Lenovo, Microsoft, American Hospital Association, and Aramark. They will continue to give keynote addresses based on The Speed of Trust, and will assist FranklinCovey in making the content available to their clients in 147 countries. To book Stephen M.R. Covey or Greg Link for a speech, visit www.coveylink.com/keynote-speaking or call 801-492-5070.

The Speed of Trust has been endorsed by CEOs of numerous leading companies including: Campbell Soup, Ernst & Young, Marriott International, Ritz Carlton Hotels, Dell Computer, EDS, Jet Blue, Hard Rock Cafe, Sbarro, TORO, DBS Bank Ltd., Huntsman International, Madison Square Garden, and Singapore Airlines.

[Bob Whitman](#), CEO of FranklinCovey, said, "Whatever the strategic initiative, the chances for success increase dramatically when you start with high trust. This fact, along with the tremendous success of The Speed of Trust and their strong client base, made CoveyLink an attractive acquisition for FranklinCovey. We now combine both of our sales forces to offer this extraordinary content to the marketplace, adding the discipline of trust to our existing practices, and thereby offering our clients yet another strategic solution to achieve greatness within their organization."

The Speed of Trust's corporate training program, [Leading at the Speed of Trust](#)(TM), which is offered by FranklinCovey, has already certified more than 500 private and public sector entities to teach the content within their organizations. Leading at the Speed of Trust is a highly interactive workshop that engages leaders at all levels in the real work of identifying and closing the trust gaps that exist in their companies. Doing business at The Speed of Trust dramatically lowers costs, speeds up results, and increases profits and influence. Participants learn that instead of paying outrageous "Trust Taxes," organizations can begin to realize "Trust Dividends." The training content is state-of-the-art multimedia and includes [15 video segments](#) produced by FranklinCovey.

"Trust has never been more relevant in today's world, especially in such difficult economic times," said Stephen M.R. Covey. "The ability to establish, grow, extend and restore trust with all stakeholders--customers, business partners, investors, and co-workers is the key leadership competency of the new, global economy. Trust is a learnable and measurable skill that makes organizations more profitable, people more promotable, and relationships more energizing. We are thrilled to join forces with FranklinCovey and amplify our influence to fuel a global renaissance of trust."

Stephen M.R. Covey is also the son of [Stephen R. Covey](#), Vice-Chairman of FranklinCovey and author of the bestseller, [The 7 Habits of Highly Effective People](#) and his new book, [The Leader in Me](#) (www.theleaderinme.org).

About FranklinCovey

[FranklinCovey](#) (NYSE: FC) is the global consulting and training leader in the areas of strategy execution, leadership, customer loyalty, trust, sales performance, and individual effectiveness. 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. FranklinCovey has 40 direct and licensee offices providing professional services in 147 countries. For more information, please visit www.franklincovey.com.

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