



FranklinCovey

AMA Now Offers FranklinCovey's 7 Habits Workshops in U.S. — Management Training Offered by American Management Association Based on Stephen Covey's Book

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American Management Association and FranklinCovey Form Strategic Alliance to Provide Management Training Featuring Stephen Covey's Teachings

NEW YORK--(BUSINESS WIRE)--Feb. 26, 2009-- American Management Association (AMA) and Franklin Covey Co. (NYSE: FC) have formed a strategic alliance to provide management training based on Stephen Covey's book, *The 7 Habits of Highly Effective People*, to organizations throughout the U.S.

[American Management Association](#) will offer two of [FranklinCovey's](#) workshops, [The 7 Habits of Highly Effective People® Signature Program](#) (three-day) and [The 7 Habits for Managers® workshop](#) (two-day), through its U.S. public seminars division.

The two courses are based on the teachings of [Stephen Covey](#). [The 7 Habits of Highly Effective People®](#), the bestseller written by Stephen Covey, was named one of the 10 most influential management books ever by *Forbes* magazine. It was also named the #1 Most Influential Business Book of the Twentieth Century by *CEO* magazine. Stephen Covey is vice-chairman and co-founder of [Franklin Covey Co.](#)

American Management Association will host Stephen Covey for a free Webcast on *Building a Proactive 7 Habits Culture Through Leadership in a Down Economy* from 12:00 to 1:00 p.m. (EDT), Tuesday, April 14, 2009. Following his presentation, Stephen Covey will answer questions from participants. For more information or to register, visit www.amanet.org/events.

"We approached American Management Association for a strategic alliance because of its outstanding quality, its trusted brand name and the seamless execution of its program delivery, specifically in the area of management training," said [David Covey](#), FranklinCovey Senior Vice President of Sales. "These two 7 Habits programs, now offered through American Management Association, deliver proven and effective results that customers know and trust from both FranklinCovey and the American Management Association."

"The 7 Habits of Highly Effective People Signature Program and The 7 Habits for Managers workshop from FranklinCovey perfectly compliment AMA's portfolio of management training programs and provide an added value to our customers," said [Edward T. Reilly](#), AMA President and CEO. "AMA has more than 150 unique seminars delivering 3,000 sessions in 40 cities throughout the U.S. This provides us with a unique opportunity to expand the offerings of FranklinCovey's highly-popular, well-respected programs to assist organizations with their management training," Reilly said.

Both organizations have long traditions of transforming the lives of millions of individuals and helping organizations around the world achieve their goals. Many companies, including the majority of the *Fortune* 500, as well as businesses and organizations of all sizes, rely on management training from AMA and FranklinCovey to advance the careers of their employees and positively impact their overall performance.

[The 7 Habits of Highly Effective People Signature Program](#) helps organizations achieve sustained superior results by focusing on making individuals and leaders more effective. Participants gain hands-on experience, applying timeless principles that yield greater productivity, improved communication, strengthened relationships, increased influence and laser-like focus on critical priorities. This three-day management training program helps participants learn how to take initiative, balance key priorities, improve interpersonal communication, leverage creative collaboration and apply proven principles for achieving a balanced life.

AMA's first public session of [The 7 Habits of Highly Effective People Signature Program](#) will be held April 20-22, 2009, at AMA's Executive Conference Center in New York. More than 60 additional sessions are scheduled through December 2009 at AMA's centers in Atlanta, Chicago, San Francisco and Arlington, VA, as well as in 18 other cities around the country.

[The 7 Habits for Managers](#) two-day workshop focuses on the fundamentals of leading the modern, mobile knowledge worker. Both new and experienced managers acquire a set of tools to help them meet today's management challenges, including conflict resolution, prioritization, performance management, accountability and trust, execution, collaboration and team and employee development. The two-day management training workshop is an intensive, application-oriented learning experience. It's a unique, new approach to management training and development that helps management teams move from getting good results to attaining great and enduring results.

AMA's first public session of [The 7 Habits for Managers](#) workshop will be held July 20-21, 2009, at AMA's Executive Conference Center in Chicago. An additional 16 sessions are scheduled in various locations in 2009.

About AMA

American Management Association (www.amanet.org) is a world leader in management training and education, advancing the business skills of individuals to drive success through hands-on learning experiences in seminars, customized solutions and other resources. AMA offers more than 150 seminars in general management, leadership, communication skills, project management, finance, human resources, sales and marketing. Organizations worldwide, including the majority of the Fortune 500, turn to AMA as their trusted partner in management training and draw upon its experience to enhance skills, abilities and knowledge and achieve their results. In addition to the seminars AMA offers for FranklinCovey, AMA offers The Ken Blanchard Companies *Situational Leadership II*, CPP's *Myers-Briggs Type Indicator® Assessment (MBTI®)* programs, and several others.

About Franklin Covey Co.

Franklin Covey Co. (NYSE: FC) (www.franklincovey.com), is a global provider of training and consulting services in the areas of leadership, productivity, strategy execution, customer loyalty, trust, sales performance, government, education 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. Franklin Covey Co. has 40 direct and licensee offices providing professional services in 147 countries.

On July 6, 2008, Franklin Covey Co. sold its Consumer Solutions Business Unit (CSBU) to a new private equity-funded entity known as FranklinCovey Products, LLC. (www.franklinplanner.com), the exclusive, worldwide licensee of the FranklinCovey™ brand. FranklinCovey Products sells the popular FranklinCovey planner, binders and other related productivity and organizational tools and accessories to consumers and small businesses through retail, wholesale, Internet and call center channels. Franklin Covey Co. has retained a 19.5 percent voting interest in FranklinCovey Products, LLC. Franklin Covey Co. also uses the FranklinCovey brand in all of its global training and consulting services. For more information, please visit www.franklincovey.com.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmq.cgi?eid=5905085&lang=en>

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