



The 7 Habits Inspire Teachers & Students Worldwide: 150 Elementary Schools Using FranklinCovey's The Leader in Me Process

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SALT LAKE CITY--(BUSINESS WIRE)--Oct. 5, 2009-- [FranklinCovey Co.](#) (NYSE: FC) announced today that [The Leader in Me, FranklinCovey's Education process](#) for teaching leadership at the elementary school level, is being used by more than 150 elementary schools in the U.S., Canada, Singapore, Australia, Japan, Hungary and the Philippines. The process, of which *The 7 Habits of Highly Effective People* is a foundational piece, inspires young students to develop the skills and self-confidence to lead their lives and succeed in the 21st Century.

(SEE VIDEOS at www.TheLeaderinMe.org/Videos - Elementary school principals, teachers and students comment on *The Leader in Me* process.)

The Leader in Me process is based upon Stephen Covey's bestselling book, [The 7 Habits of Highly Effective People](#). Covey's recent book, [The Leader in Me: How Schools and Parents Around the World are Inspiring Greatness, One Child at a Time](#), chronicles the process - how extraordinary elementary schools are teaching the same 7 Habits leadership principles which have guided corporate and government boardroom decisions for years.

"The world has entered an era of the most profound and challenging change in human history," said Stephen Covey. "Studies have identified a significant 'skills gap' between what students are currently being taught and the skills employers are seeking in today's global economy. Our children must be better prepared than they are now to meet the future challenges of our ever-changing world."

The Leader in Me

The Leader in Me began as a pilot program in 1999 at [A.B. Combs Elementary](#) in Raleigh, North Carolina. Principal Muriel Summers, the teachers, staff and students were the first to incorporate the 7 Habits and other leadership skills into their curriculum in unique and creative ways. They experienced remarkable, sustainable results and inspired other schools worldwide to adopt the same approach.

The Leader in Me integrates the principles of personal leadership and effectiveness in everyday, age-appropriate, language into the core subjects and curriculum of an elementary school. It creates a common language and culture within the school built on proven principle-based leadership skills found in the 7 Habits:

- **Habit 1: Be Proactive - You're in Charge**
- **Habit 2: Begin with the End in Mind – Have a Plan**
- **Habit 3: Put First Things First – Work First, Then Play**
- **Habit 4: Think Win-Win – Everyone Can Win**
- **Habit 5: Seek First to Understand, Then to be Understood – Listen Before You Talk**
- **Habit 6: Synergize – Together Is Better**
- **Habit 7: Sharpen the Saw – Balance Feels Best**

The Process

The Leader in Me process is a holistic school-wide experience for elementary school teachers and students and is implemented as follows:

- The staff (teachers) identifies a vision of the outcomes they want for their school.
- Teachers learn the 7 Habits and then act as role-model leaders.
- Teachers are taught how to teach the 7 Habits to the students. Parents also support their children in the process.
- The school's teachers, students and parents utilize a number of tools (student activity guides, teacher editions, posters, books and www.TheLeaderinMe.org) to help them implement and reinforce the process year after year.

The Results

The Leader in Me process is receiving noteworthy praise from administrators, teachers, parents and students. It's producing extraordinary results and having a significant impact on the lives of children of all ages, socio-economic levels, learning capacities and cultural backgrounds. Schools are reporting the following: Increases in students' self-confidence, teamwork, initiative, responsibility, creativity, self-direction, leadership, problem-solving, communication, diversity awareness and academic performance. Schools experience improved school cultures, dramatic decreases in disciplinary issues, increased teacher pride and greater parent satisfaction and involvement.

Availability

The pricing for a school to implement *The Leader in Me* process depends on the size of the school, number of staff, the options selected and the quantity of materials. Many schools and districts have the ability to self-fund the process, especially those working under Title I, grant funding or private school funding. Individuals and organizations who wish to sponsor a school in their community may call 1-800-272-6839 or e-mail Educate@FranklinCovey.com.

For more information on FranklinCovey Education solutions for elementary, secondary and higher education institutions, visit <http://www.FranklinCovey.com/tc/Solutions/Education-Solutions>.

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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6064687&lang=en>

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