

The 7 Habits Of Highly Effective People 25th Anniversary Edition, Authored By Stephen Covey, Launches

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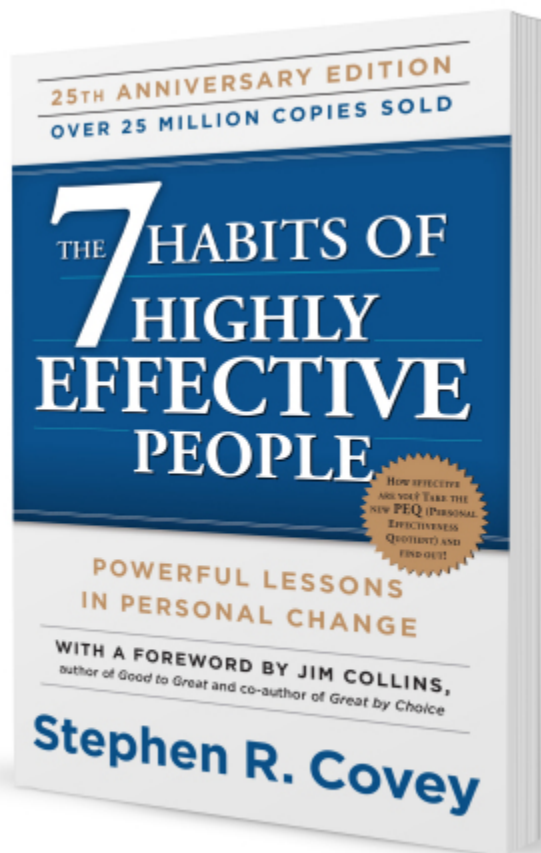
Celebrating Twenty-Five Years of Profound Results in Leadership Effectiveness With The 7 Habits

Foreword by Jim Collins
Author of *Good to Great* and co-author of *Great by Choice*

"...No person lasts forever, but books and ideas can endure. When you engage with these pages, you will be engaging with **Stephen Covey** at the peak of his powers...His life is done, but his work is not. It continues, right here in this book, as alive today as when first written. *The 7 Habits of Highly Effective People* is twenty-five years young, off to a very strong start indeed." -- **Jim Collins**, Foreword of *The 7 Habits*

NEW YORK & SALT LAKE CITY--(BUSINESS WIRE)--Jan. 22, 2014--

Simon & Schuster, in partnership with **Franklin Covey Co.** (NYSE:FC), today announced the launch of a special 25th anniversary edition of *THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE*, authored by **Stephen Covey**. Available in both hardcover (\$30.00) and trade paperback (\$17.00) formats, the special edition features new material, including a Foreword by *Good to Great* author **Jim Collins**; "A Covey Family Tribute to a Highly Effective Father;" and "A Final Interview with **Stephen Covey**."



THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE, authored by **Stephen Covey**, is considered one of the most profound and impactful books ever written on personal effectiveness, leadership development and change, having guided generations of readers for the last 25 years.

Presidents and CEOs all over the world have kept *The 7 Habits* book on their desks. Companies have required all of their employees to read it and implement it in the workplace. Educators and students have studied and applied it to transform schools. And, parents and families have drawn from it to improve relationships at home. Legions of leaders and individuals of all ages and occupations have accessed its principles, paradigms and processes to consistently achieve extraordinary results.

More than 25 million copies of *THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE* have been sold in 40 languages—"one of the bestselling books of all time," according to *Fortune*. It was named the "most influential book of the 20th century," by *Chief Executive* magazine and "one of the top 10 most influential management books ever," by *Forbes*.

"There had been hundreds of years of accumulated wisdom about personal effectiveness...but it was never assembled into one coherent, user-friendly framework," writes **Jim Collins** in the Foreword, author of the bestseller, *Good to Great*, in the foreword. "**Stephen Covey** created a standard operating system – the "**Windows®**" – for personal effectiveness and he made it easy to use...He did for personal effectiveness...what the graphical user interface did for personal computers.. **Stephen Covey** focused on timeless principles, not on mere techniques or momentary fads. He wrote primarily about *building character*, not about 'achieving success' – and thereby helped people become not

The 7 Habits of Highly Effective People 25th Anniversary Edition (Photo: Business Wire)

just more effective individuals, but better leaders....Great leadership begins first with character – that leadership is primarily a function of who you are, for this is the foundation for everything you do. How do you build leaders? You first build character. And that is why I see the *7 Habits* as not just about personal effectiveness, but about leadership development."

In ***THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE***, **Stephen Covey** presents a holistic, integrated approach for accessing timeless principles. It is a revolutionary guidebook to achieving peace of mind within and building trust without by seeking the roots of human behavior in character and by learning principles rather than merely practices.

With penetrating insights and pointed anecdotes, **Stephen Covey** reveals how our actions stem from who we are and offers a structured process for living with fairness, integrity, honesty and human dignity -- principles that give us the security to adapt to change and the wisdom and power to take advantage of the opportunities that change creates.

Stephen Covey wrote in ***The 7 Habits*** book, "The world has changed dramatically since ***The 7 Habits*** book was first published 25 years ago. Life is more complex, more stressful, and even more demanding. Our problems and pain are universal and increasing and we face challenges and problems in our lives, our families and our organizations unimagined even one and two decades ago. These challenges are not only of a new order of magnitude, they are all-together different in kind. The greater the change and more difficult our challenges, the more relevant the **7 Habits** become. The solutions to our problems are and always will be based upon universal, timeless, self-evident principles common to every enduring, prospering society throughout history."

Millions of people and thousands of **Franklin Covey** clients throughout the world have personally experienced **Stephen Covey's 7 Habits**, which have stood the test of time and will continue to do so in the future:

THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE

Habit 1: Be Proactive. People are responsible for their own choices and have the freedom to choose based on principles and values rather than on moods or conditions. They are able to develop and use their four unique human gifts—self-awareness, conscience, imagination and independent will—and take an inside-out approach to creating change. They choose not to be victims, to be reactive or to blame others.

Habit 2: Begin with the End in Mind. Highly effective people shape their own future by creating a mental vision and purpose for their life, their week or day and for any project, large or small. They don't just live day to day without a clear purpose in mind.

Habit 3: Put First Things First. Highly effective people live and make decisions with a clear sense of what is most important. They organize and execute around their most important priorities as may be expressed in their personal, family and organizational mission statements. They are driven primarily by purpose, not by the agendas and forces surrounding them.

Habit 4: Think Win-Win. Highly effective people think in terms of mutual benefit. They foster support and mutual respect. They think interdependently—"we," not "me"—and develop win-win agreements. They don't think selfishly (win-lose) or like a martyr (lose-win).

Habit 5: Seek First to Understand, Then to Be Understood. Seek first to listen with the intent to understand the thoughts and feelings of others, then seek to effectively communicate your own thoughts and feelings. Through understanding, highly effective people build deep relationships of trust and love. They give helpful feedback. They don't withhold feedback, nor do they seek first to be understood.

Habit 6: Synergize. Highly effective people focus on their strengths and celebrate and thrive on the strengths of others so that by respecting and valuing others' differences, the whole becomes greater than the sum of the parts. They develop with others third-alternative solutions to problems that are better than what any one person would on their own. They don't go for compromise ($1 + 1 = 1\frac{1}{2}$) or merely cooperation ($1 + 1 = 2$) but creative cooperation ($1 + 1 = 3$ or more).

Habit 7: Sharpen the Saw. Highly effective people increase their effectiveness by renewing themselves regularly in the four areas of life: body (physical), mind (mental), heart (social/emotional), and spirit (spiritual—service, meaning and contribution).

Stephen Covey said, "As you commence reading ***The 7 Habits of Highly Effective People***, I promise you an exciting learning adventure. Share with your loved ones and those with whom you work what you are learning. And, most important, start applying what you are learning. Remember, to learn and not to do is really not to learn. To know and not to do is really not to know."

About the author

Recognized as one of ***TIME*** magazine's twenty-five most influential Americans, **Stephen Covey** was an internationally respected leadership authority, family expert, teacher, organizational consultant and author. His books have sold more than 25 million copies in 40 languages and ***The 7 Habits of Highly Effective People*** was named the #1 Most Influential Business Book of the Twentieth Century. After receiving an MBA from Harvard and a doctorate degree from Brigham Young University, he became the cofounder and vice chairman of ***Franklin Covey Co.***, a global performance improvement company. **Stephen Covey** passed away on July 16, 2012. His legacy to the world is Principle-Centered Leadership and his many contributions will live on through the principles he loved, taught and espoused.

NOTE TO MEDIA: For Media Interviews With Stephen M. R. Covey and Sean Covey, both sons of Stephen Covey, please see media contacts above.

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Simon & Schuster

Laurence Hughes, 212-632-4992

Larry.Hughes@simonandschuster.com

or

Franklin Covey

Debra Lund, 801-244-4474

Debra.Lund@FranklinCovey.com