



FranklinCovey

Franklin Covey Co.'s Living the 7 Habits App from New, Updated 7 Habits Work Session Awarded Guild Master's Choice Award by The eLearning Guild

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Living the 7 Habits App Encourages Participants to Live by Timeless, Universal Leadership Principles, Every Day

SALT LAKE CITY--(BUSINESS WIRE)--Dec. 4, 2014-- [Franklin Covey Co.](#) (NYSE:FC) today announced that the company's [Living the 7 Habits app](#) from the new, updated [The 7 Habits of Highly Effective People®: Signature Edition 4.0](#) work session has been awarded the Guild Master's Choice Award from [The eLearning Guild](#) at the [mLearning DemoFest](#) 2014 conference, at which the latest and greatest eLearning and mLearning solutions are showcased by developers.

The Guild Masters' Choice Awards are determined by select eLearning [Guild Masters](#), learning industry experts who are given special recognition from The eLearning Guild. Apps receiving awards this year featured the best instructional design in mobile learning and were selected from a wide range of solutions.

Heidi Fisk, Founder and Executive Vice President, The eLearning Guild, said, "Each year at our mLearning DemoFest, we showcase a wide variety of mobile learning solutions. This year Guild Masters Dr. Clark Quinn and Joseph Ganci selected the *Living the 7 Habits* app for the Guild Masters' Choice Award because they felt the app illustrated the best instructional design and implementation of the dozens of submissions at DemoFest and deserved special recognition for this excellence in design."

"We are honored to receive this award for the [Living the 7 Habits](#) app from the *7 Habits* work session," said Bob Whitman, CEO, Franklin Covey Co. "This app supports the underlying principles and practices of effectiveness taught in the work session and inspires and encourages participants to learn and live the *7 Habits* every day. The *7 Habits* work session can help to [transform any culture into a winning culture](#), an organization's most competitive advantage. With the *7 Habits* as the framework and operating system, people at every level in any organization can learn to lead themselves and work more effectively with others to achieve critical objectives."

This award-winning version of the *Living the 7 Habits* app is an enhanced and more robust version for [iOS](#) and [Android](#) users. It was specifically developed by Franklin Covey and [Maestro](#) to support the ongoing learning and implementation of the *7 Habits* for participants, who download the app during the *7 Habits* work session. In addition to this version, a free, basic version of the *Living the 7 Habits* app is also available in the [Apple App Store](#) and [Google Play](#).

The English version of the *Living the 7 Habits* app is available in all countries served by Google Play and the Apple App Store. It is also available in Japanese, Spanish and Hungarian. Other languages will be made available throughout this year.

Catherine Nelson, Vice President, Leadership Practice, Franklin Covey Co., said, "We are honored to have worked with our partner, Maestro, and to have received this award from The eLearning Guild. The *Living the 7 Habits* app is based upon the same timeless, universal leadership principles taught in the work session and encourages users to learn, remember and apply the principles on a daily basis so they become great leaders at work and in their personal lives. "

Tagg Petersen, Director of Business Development, Maestro, said, "We have enjoyed partnering with Franklin Covey to design and build the *Living the 7 Habits* app to assist their clients in becoming more effective leaders. The app facilitates and reinforces the learning and living of the *7 Habits* on a daily basis, which enables users to experience long-term, positive behavior change. We are happy to support Franklin Covey with this app and with other technology innovations in the future."

The *7 Habits* work session is based upon content from [The 7 Habits of Highly Effective People](#), authored by Stephen Covey, which celebrates its 25th anniversary this year, having sold 25 million copies in 52 languages worldwide. What differentiates the *7 Habits* work session from other leadership training is its unique, proprietary content, which has global appeal and is an inside-out approach to leadership development. The principles taught are timeless, universal, cross-cultural and have been widely accepted as such. The work session drives organizational success by helping participants adopt the paradigms and practices of effective leaders and by using the processes and tools in the work session for continued reinforcement of the learning.

Following [completion of the work session](#), participants will experience the following:

- The ability to take initiative, to identify, focus and balance critical priorities, and increased productivity.
- Strengthened relationships and leveraged, creative collaboration and problem solving.
- Improved personal communication and increased influence, personal resilience, and capability.

To understand how the [7 Habits work session](#) can be implemented within an organization to help individuals and teams become more effective, visit <http://7habits.franklincovey.com/> or call 1-888-705-1776

The Living The 7 Habits App

The free, basic version of the *Living the 7 Habits* app includes the following features:

- Boosters:
 - Daily reminders of the *7 Habits* principles, including quotes from Stephen Covey and others, as well as challenging questions. Users can view daily boosters with the option to add the quote as a favorite, see additional boosters and share the booster through email.
- Mission Statement Builder:
 - The Mission Statement Builder provides prompts to help users create their Personal Mission Statement. Responses are then compiled in a Personal Mission Statement. Upon completion, users can share their Personal Mission Statement with the *7 Habits* community or through email.
- Insights to 100 Challenges:
 - The insights to 100 challenges are excerpts from the pages referenced in the Problem/Opportunity Index at the back of the 25th anniversary edition of *The 7 Habits of Highly Effective People* book. They are not a “quick fix” for challenges; instead they are discussions about how to respond to these challenges.
- *7 Habits* Community:
 - Franklin Covey provides content and allows users to post their 7x7 Contract experience, evaluations and mission statements. Users can also invite others to join the community.

The enhanced version of the *Living the 7 Habits* app, available only to attendees of The *7 Habits* work session, includes the features listed above, plus the following:

- 7 Habits Reference Cards:
 - Included are summaries of the *7 Habits* which summarize their application. Practice and Skills cards are also included to assist work session participants and serve as a reference after the sessions.
- 7X7 Contract:
 - Over the course of seven weeks, users will have the chance to dramatically improve their lives through living the *7 Habits*. They can improve key relationships, achieve important goals at work, develop the habit of weekly planning and complete their Mission Statements. Additionally, users may also take notes in the notes windows, receive reminders and add accountability partners.
- Big Rocks Planning:
 - Big Rocks are the most important activities users need to accomplish during the week. Users are able to identify and schedule time for accomplishing the most important activities during the week. They can add roles, tasks and import any incomplete tasks from the previous week. Users can also add a task as a calendar item to their local calendar.
- 7 Habits Audiobook
 - This Audiobook is a one-hour presentation from a seminar taught by Stephen R. Covey that reviews the principles and definitions of the *7 Habits*.

About Franklin Covey Co.

[Franklin Covey Co.](#) (NYSE: FC) is a global company specializing in performance improvement. Franklin Covey partners with organizations to help them achieve results that require a change in human behavior. The company’s expertise is in seven areas: leadership, execution, productivity, trust, sales performance, customer loyalty and education. Franklin Covey clients have included 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 has more than 100 offices providing professional services in over 150 countries. For more information, visit www.franklincovey.com.

About The eLearning Guild

[The eLearning Guild](#) is a global Community of Practice focused exclusively on learning technologies. As the largest community of its type serving the learning technologies industry, The eLearning Guild produces conferences and expositions, a wide variety of online events, publishes research, ebooks, whitepapers, and [Learning Solutions Magazine](#). Members gain competitive advantage by leveraging the collective knowledge and expertise of the entire Guild community to drive innovation and improvements in their learning initiatives. The eLearning Guild is a business unit of [Focuszone Media, Inc.](#)



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