



FranklinCovey Launches The 4 Essential Roles of Leadership

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New Leadership Solution Prepares Leaders at All Levels to Overcome Difficult Challenges in Today's Workplace

SALT LAKE CITY--(BUSINESS WIRE)--Apr. 24, 2018-- [FranklinCovey Co.](#) (NYSE: FC), a global firm specializing in organizational performance improvement, announced today the launch of its newest leadership development solution, [The 4 Essential Roles of Leadership™](#). The new solution is now available through the [FranklinCovey All Access Pass®](#), a content subscription service, which provides FranklinCovey clients with unlimited access to the company's entire collection of world-class content, deliverable through an almost limitless combination of delivery modalities in 16 languages worldwide. The new solution is the first major addition of 2018 to the All Access Pass.

With more than 25 years of experience in creating world-class leadership development content and solutions, *The 4 Essential Roles of Leadership* was created in response to a two-year research project conducted by FranklinCovey to understand the most vital leadership roles. Based on FranklinCovey's more than 100,000 interviews with organizational and learning leaders, its analysis and synopsis of leadership studies worldwide, and its work with more than 1 million leaders in organizations of all sizes, the solution was developed to respond to the need for leaders to be "ready now" to lead portions of their organization. To do this, organizations need leaders who can:

1. Think big and adapt quickly
2. Translate strategy into action
3. Coach and improve performance

Accelerated by the significant demographic shift in the marketplace, where older leaders are rapidly moving to retirement and younger millennials now make up the biggest demographic group in the workplace, many organizations now face a significant gap in the number of "ready now" leaders. In addition, an under-investment in leadership development during the global recession means that many leaders are often in leadership roles years before they receive meaningful leadership development.

"Because change is occurring at an unprecedented pace, today's leaders must be able to visualize and achieve results, adapt quickly, translate strategy into meaningful work and coach people to a higher level of performance," said Adam Merrill, FranklinCovey's Executive Vice President of Innovations. "With so much to achieve both strategically and operationally, *The 4 Essential Roles of Leadership* offers leaders insight into the crucial roles they must play, which are highly predictive of success. As leaders consciously align with these roles, they will not only be more successful as leaders, but they will lay the foundation for consistently achieving extraordinary results for their organizations."

The new leadership development solution is ideal for leaders who are promoted to mid-to senior-level leadership roles, who struggle to achieve the next level of results, or who want to gain the mindsets and skillsets required to be effective in their role. However, the principles and practices in *The 4 Essential Roles of Leadership* can benefit any leader who wants to lead more strategically, whether at the C-level or elsewhere.

"While many leaders spend years developing their technical skills and qualifications, many spend little or no time learning how to be an effective leader," said Merrill. "Many leaders are promoted into leadership due to their technical expertise, but struggle because they fail to understand the significant mindset and behavioral changes needed to achieve results through other people. Many also fail to understand the significance of their own personal behavior and character as the foundation for the culture of the team. This solution offers a simple, practical framework that helps leaders to focus their time and energy where it will have the greatest impact."

The 4 Essential Roles of Leadership are:

1. **Inspire Trust:** Credible leaders must have both character and competence and shape a culture of high trust. This role explores who a leader is and why others choose to follow that person.
2. **Create Vision:** Every great leader must have a vision, because leadership, by definition, requires change. Effective leaders create a shared vision and strategy and communicate it at all levels.
3. **Execute Strategy:** Effective leaders not only create a shared vision and strategy, but they execute it consistently by aligning six key systems and implementing a disciplined execution process.
4. **Coach Potential:** Great leaders build a leadership pipeline. They move from telling and fixing to building other leaders through feedback and coaching. They utilize three key coaching skills in conversations (listening, questioning, acknowledging) and utilize a formal Coaching Framework to help team members improve performance, solve problems, and develop their careers.

The 4 Essential Roles of Leadership can be delivered as live (a two-day work session or five half-day modules), live online (six 90-minute sessions for the two-day work session or six two-hour modules), as well as a complete, on-demand version (13 10-to 20-minute modules plus five follow-up modules).

"We are pleased to announce the release of *The 4 Essential Roles of Leadership*," said Bob Whitman, FranklinCovey CEO. "This comprehensive leadership development solution provides leaders with a deeper understanding of key leadership principles, which will enable them to better lead themselves and their teams to achieve sustained, superior performance. With the inclusion of this solution in our All Access Pass, passholders will be able to easily engage their mid-to-senior-level leaders in this well-researched, relevant solution, further equipping them to face and conquer the daily challenges they encounter within their teams and organizations."

The All Access Pass is FranklinCovey's annually renewable pass, which provides passholders with unlimited access to FranklinCovey's entire collection of best-in-class content. Passholders are able to assemble, integrate and deliver that content in an almost limitless combination through various delivery channels — live, live-online, on demand and integrated into existing training offerings. FranklinCovey initially made its All Access Pass available on a small scale in early 2016, efficiently rolling out availability to clients, while adding new solutions and functionality. The company has since seen breakout success with their subscription service model, allowing for a complete business model shift and a hastening of investment in content creation and acquisition.

Passholders also have exclusive access to an implementation specialist — an expert in FranklinCovey's solutions — and other add-on services to ensure they are unleashing the full scope and power of the All Access Pass to achieve their key business objectives. FranklinCovey's All Access Pass uses a cost-per-population model, which lowers the cost barrier, creating a strong value proposition for clients, while increasing the flexibility and availability of learning to their teams and organizations.

FranklinCovey continues to preview *The 4 Essential Roles of Leadership* during its worldwide "[On Leadership](#)" event tour, which will be expanded domestically and internationally in the spring of 2018. The "On Leadership" tour highlights factors which FranklinCovey has identified as setting great leaders apart and offers attendees the opportunity to experience, firsthand, its newest leadership development solution.

Find a tour event near you by visiting, <https://www.onleadershiptour.com/register.html>

To learn more about *The 4 Essential Roles of Leadership*, visit: <https://www.franklincovey.com/Solutions/4essentialroles.html>

ABOUT FRANKLIN COVEY CO.

[Franklin Covey Co.](#) (NYSE: FC) is a global, public company specializing in organizational performance improvement. We help organizations and individuals achieve results that require a change in human behavior. Our expertise is in seven areas: leadership, execution, productivity, trust, sales performance, customer loyalty and education. FranklinCovey 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. FranklinCovey has more than 100 direct and partner offices providing professional services in over 160 countries and territories.



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