



FranklinCovey

FranklinCovey Launches New Leadership Development Solution: The 6 Critical Practices for Leading a Team

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New Offering Focuses on Developing Skills of First-Level Leaders; Added to the FranklinCovey All Access Pass

SALT LAKE CITY--(BUSINESS WIRE)--May 1, 2018-- [Franklin Covey Co.](#) (NYSE: FC), a global firm specializing in organizational performance improvement, today announced the launch of [The 6 Critical Practices for Leading a Team™](#), its newest one-day work session and leadership development solution. The new solution focuses on equipping first-level leaders with the essential skills and tools to accomplish tasks and achieve goals effectively by working well with and through other people.

The 6 Critical Practices for Leading a Team has been added to the [FranklinCovey All Access Pass®](#), which provides passholders with unlimited access to FranklinCovey's entire collection of best-in-class content. The new solution is the second content addition in 2018 to FranklinCovey's All Access Pass, joining [The 4 Essential Roles of Leadership™](#), which was added at the end of January.

First-level leaders also create the correlation between an organization's strategy and its customers, significantly impacting employee productivity and engagement, customer satisfaction and loyalty, innovation and financial performance. They create the organizational culture which directly influences both employee engagement and customer delight. In many respects, they are responsible for the success or failure of the business.

"First-level leaders are under constant pressure to meet and exceed the expectations of their managers, employees, and customers, said [Bob Whitman, FranklinCovey CEO](#). "They may have been promoted because they are great individual contributors, but may lack the leadership experience and skills necessary to succeed in leading others."

The 6 Critical Practices for Leading a Team was specifically designed for new leaders who need to learn and develop the necessary skills to become effective leaders. It was also developed for seasoned leaders who are looking for practical, relevant guidance on how to effectively lead and manage their teams.

Through FranklinCovey's All Access Pass, leaders can turn to the new solution over and over again through a variety of in-person and online methods to deepen their leadership development for a new perspective on the leadership mindsets, skillsets and toolsets that will drive team engagement and results.

The 6 Critical Practices for Leading a Team focuses on six areas that guide and develop first-level leaders in effectively leading and managing their teams. The six areas are:

- 1. Developing a Leader's Mindset** : Leaders learn the critical mindset shifts from those of an individual contributor to those of a leader
- 2. Holding Regular 1-on-1s**: By conducting these essential meetings effectively, leaders increase engagement of team members, better understand team issues, and help team members to solve problems to succeed
- 3. Setting Up Your Team to Get Results**: Leaders learn to create clarity about team goals and results and they delegate responsibility to team members, while providing the right level of support
- 4. Creating a Culture of Feedback: Both giving and receiving** consistent, genuine feedback– builds confidence and competence, and increases the performance of a leader and a team
- 5. Leading Your Team Through Change**: Leaders can take specific actions to help team members navigate and accelerate through change and achieve better performance
- 6. Managing Your Time and Energy**: The best leaders use weekly planning to focus on the most important priorities and to strengthen their ability to be an effective leader by applying five energy drivers

The 6 Critical Practices for Leading a Team can be delivered as a live, one-day module. Additionally, there are bite-size articles, videos and tools organized around the solution and an option for an opt-in, email-driven, digital-learning track over a 12-week period.

FranklinCovey has been previewing *The 6 Critical Practices for Leading a Team* during its "[On Leadership](#)" event tour, which has been held in cities across North America and will be expanding globally in the spring of 2018. Combined with a preview of FranklinCovey's *The 4 Essential Roles of Leadership*, event attendees experience these new leadership development solutions, introducing them to the principles that are critical for their leaders to understand, as they lead team initiatives, create a winning culture, and provide customers with a high-quality experience.

"Reaction to the preview of our newest leadership development solutions has dramatically exceeded our expectations," said Scott Miller, FranklinCovey Chief Marketing Officer. "Attendees of our 'On Leadership' events are finding *The 6 Critical Practices for Leading a Team* to be relevant and applicable to the needs they have to develop their first-level leaders, which is crucial to the health and success of their organizations. With its availability within our All Access Pass, *The 6 Critical Practices for Leading a Team* broadens our content delivery service, keeping it the most robust

and expansive performance improvement tool that organizations can use to develop, empower, engage and enrich their employees, teams and leaders.”

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 their 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 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 and creates a strong value proposition for clients, while increasing the flexibility and availability of learning to their teams and organizations.

To learn more about FranklinCovey’s new *The 6 Critical Practices for Leading a Team*, visit <https://www.franklincovey.com/Solutions/6-Critical-Practices.html>

For more information on FranklinCovey’s All Access Pass, visit <https://www.franklincovey.com/engage-with-us/all-access-pass.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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