



FranklinCovey All Access Pass

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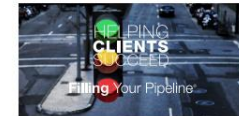
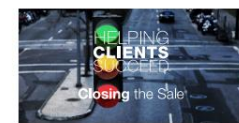
Elements of the AAP Value Proposition

- 1 Access to FranklinCovey's entire collection of best-in-class content**
- 2 Incredible flexibility through an almost limitless combination of delivery modalities**
- 3 Accessed globally in 16 major languages**
- 4 Includes an implementation specialist and a variety of add-on services to drive impact**
- 5 All at a price that is equivalent to what is provided by single-modality providers**

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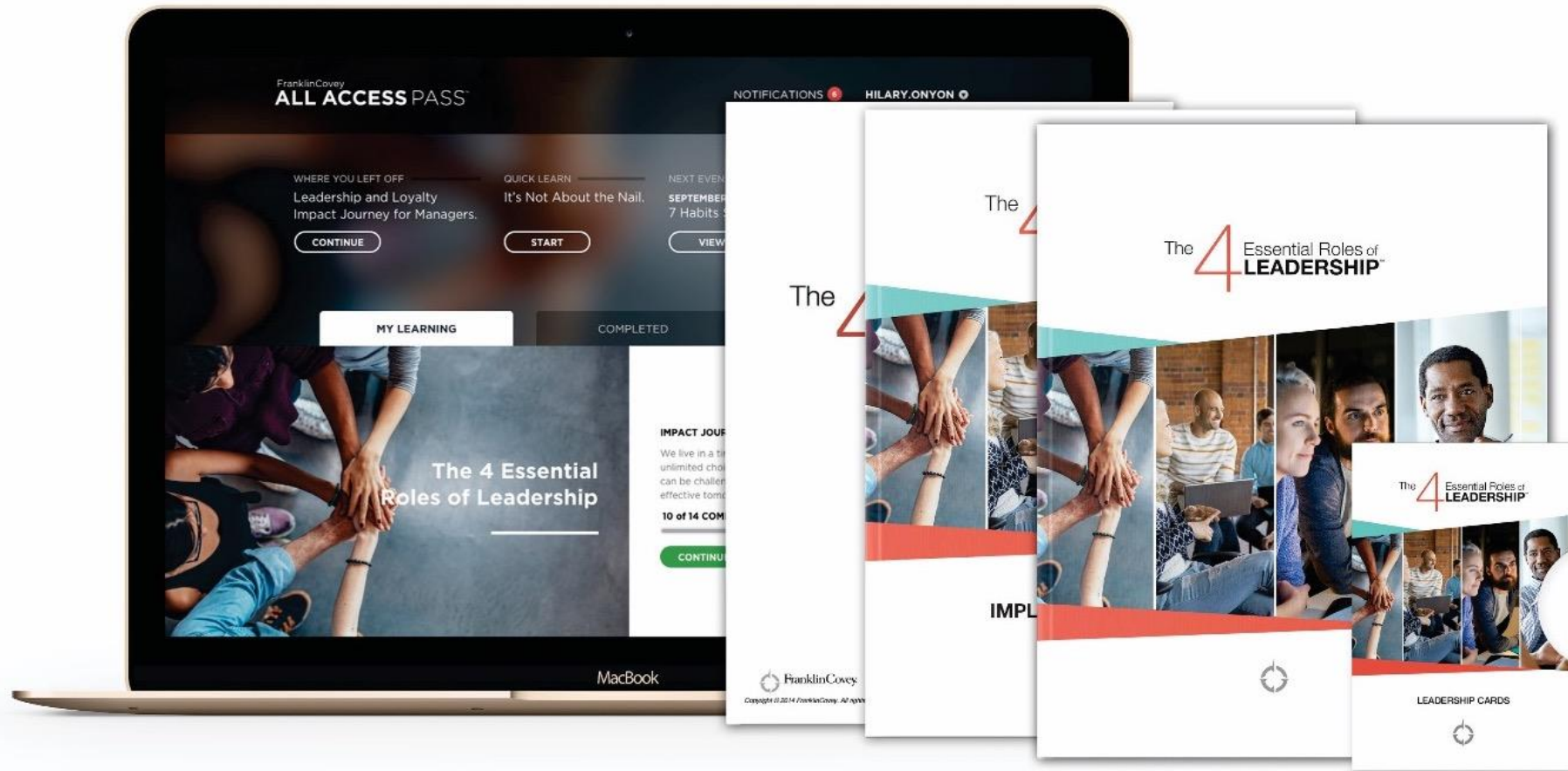
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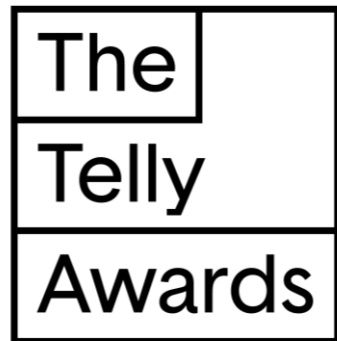
WORK SESSIONS

Best in the Industry Materials Design



CONTENT VIDEOS

Received 150 Video Awards



The
**Communicator
Awards**

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Modality 1: Live, In-Person Delivery

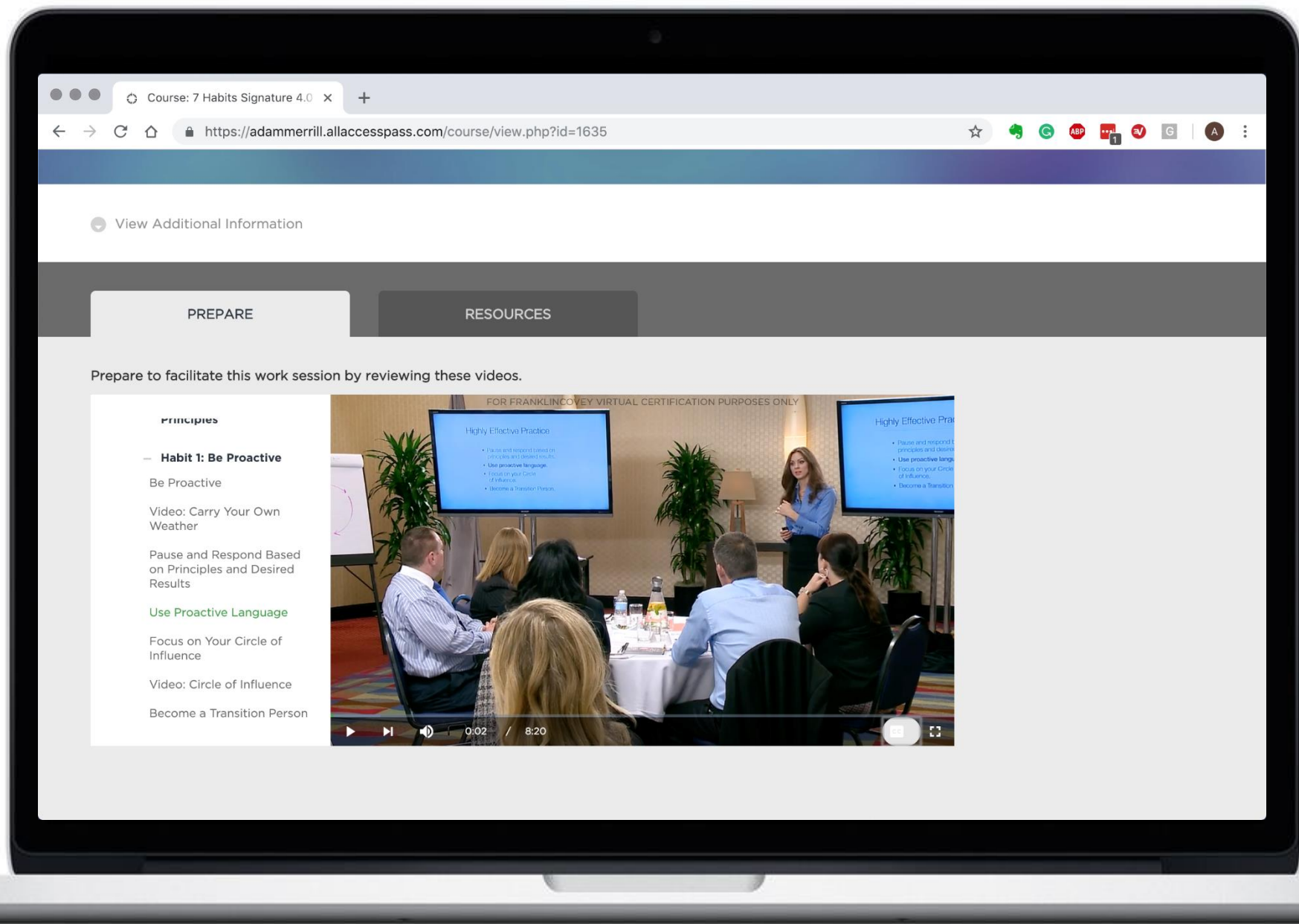


Find Out **WHY**™
THE KEY TO SUCCESSFUL INNOVATION





Certification in 16 Languages



Global Delivery Scale and Impact

1
الأدوار الـ 4 الأساسية للقيادة

مَنْ هُوَ الْقَائِدُ، وَمَاذَا يَفْعَلُ

يختار القادة الفعالون التعايش مع أربعة أدوار أساسية للقيادة، وهي:

- إلهام الثقة عن طريق تمثيل نماذج يُحتذى بها في الأخلاق والكفاءة.
- تحديد الرؤية عن طريق جمع فرقهم حول هدف مهم.
- تنفيذ الاستراتيجية الموضوعة عن طريق التزام وتوافق يتسمان بالاتساق والتركيز.
- توجيه الإمكانيات عن طريق إطلاق العنان للمواهب والإمكانات غير المستغلة لفرقهم.

1
LOS 4 ROLES ESENCIALES DE LIDERAZGO

LO QUE UN LÍDER ES Y LO QUE UN LÍDER HACE

Los líderes efectivos eligen vivir consistentemente cuatro roles esenciales de Liderazgo.

- Inspira Confianza** al ser modelos de carácter y competencia.
- Crear una Visión** unificando a sus equipos alrededor de un propósito importante.
- Ejecutar la Estrategia** por medio de disciplina y alineación consistentes y enfocadas.
- Dar Coaching para potencial** liberando el talento y el potencial no utilizados de su equipo.

1
卓越領導四要素™

領導者的特質與領導者的行為

有效的領導者選擇一貫地實踐四個領導力要素：他們：

- 激發信任，方法是成為品格與能力的模範。
- 創建願景，方法是以重要目的為中心來整合團隊。
- 執行策略，方法是持續、專注的原則與整合。
- 釋放潛能，方法是釋放團隊未開發的才能與潛力。

1
DE 4 ESSENTIELLE ROLLER I LEDELSE

HVAD ER EN LEDER, OG HVAD ER LEDERENS ROLLE?

Effektive ledere arbejder konsekvent med 4 elementer i ledelse. De:

- Opbygger tillid** ved at bruge din karakter og kompetencer til at agere rollemodel.
- Skaber visioner** ved at engagere og samle deres team om et vigtigt mål.
- Eksekverer strategi** gennem disciplineret fokus og strømlining af systemer.
- Coacher potentiale** for at frigive deres teams uudnyttede kompetencer og talent.

1
4 ESSENTIAL ROLES OF LEADERSHIP

WHO A LEADER IS AND WHAT A LEADER DOES

Effective leaders choose to consistently live four essential leadership roles. They:

- Inspire Trust** by being models of character and competence.
- Create Vision** by rallying their teams around an important purpose.
- Execute Strategy** through consistent, focused discipline and alignment.
- Coach Potential** by unleashing the untapped talent and potential of their team.



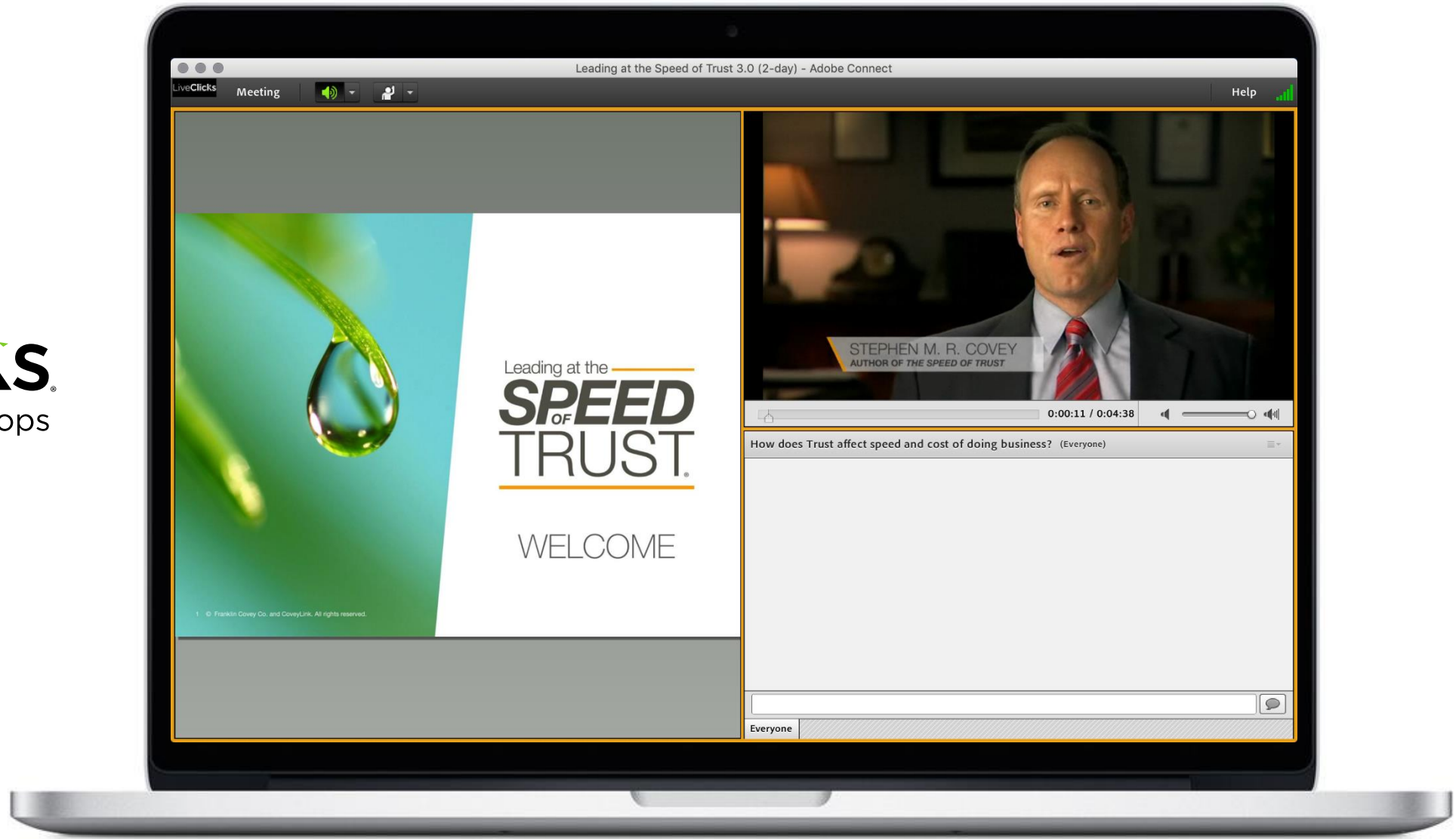
Modality 2: Live, Virtual Delivery





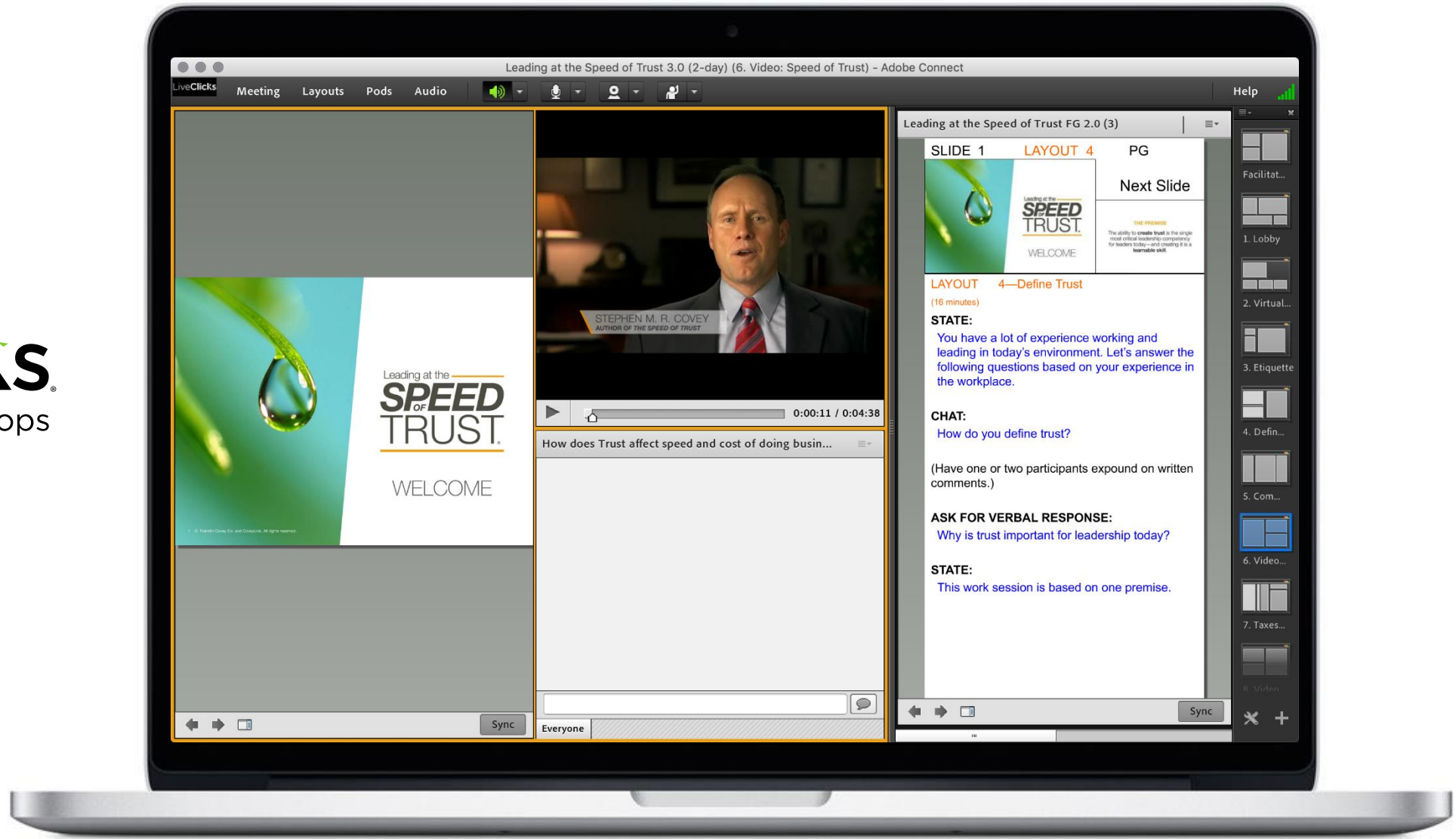
LiveClicks[®]

webinar workshops



LiveClicks®

webinar workshops



LiveClicks[®]

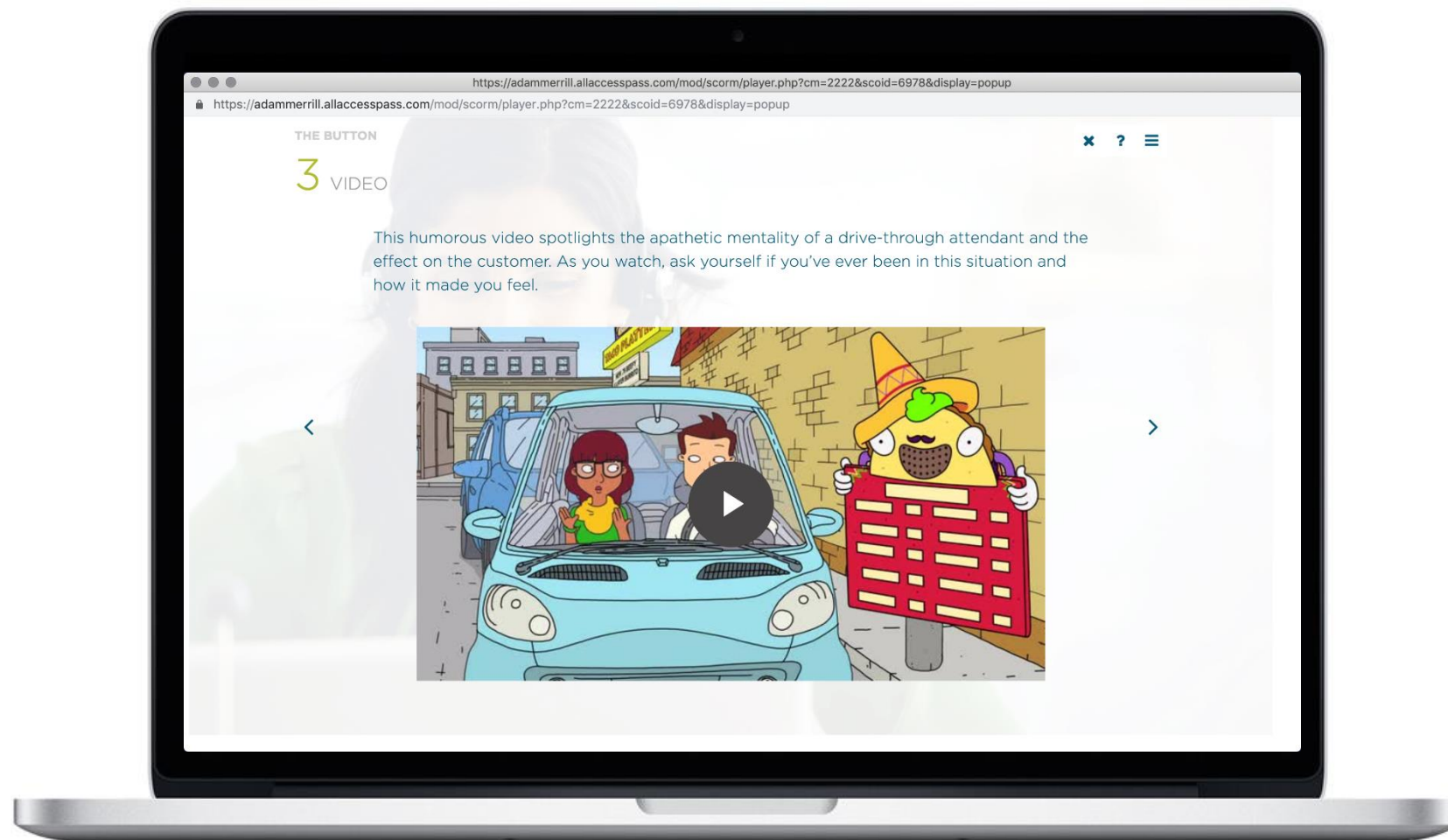
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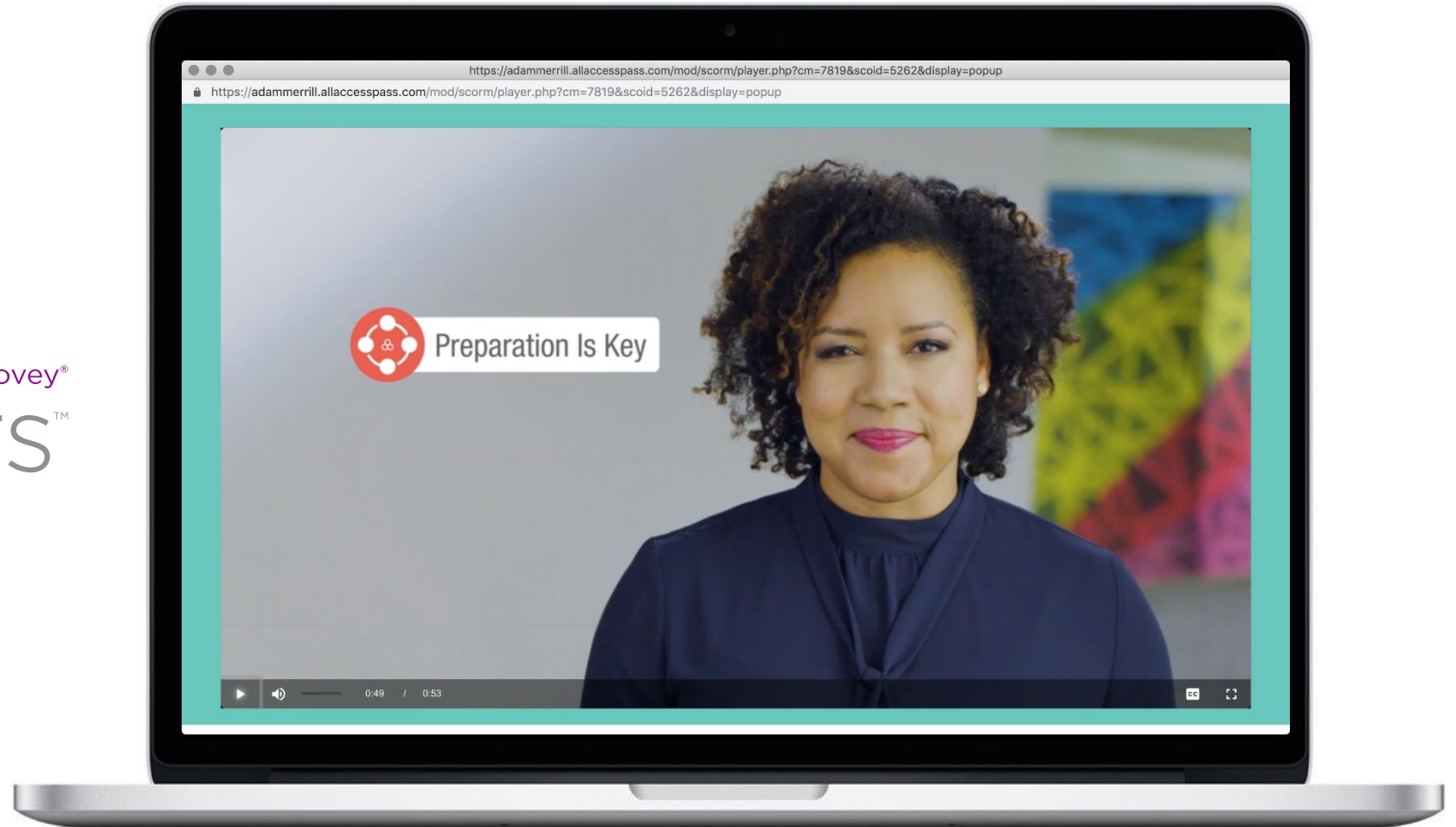


Modality 3: Digital, On Demand Learning

FranklinCovey
InSights[®]
on demand

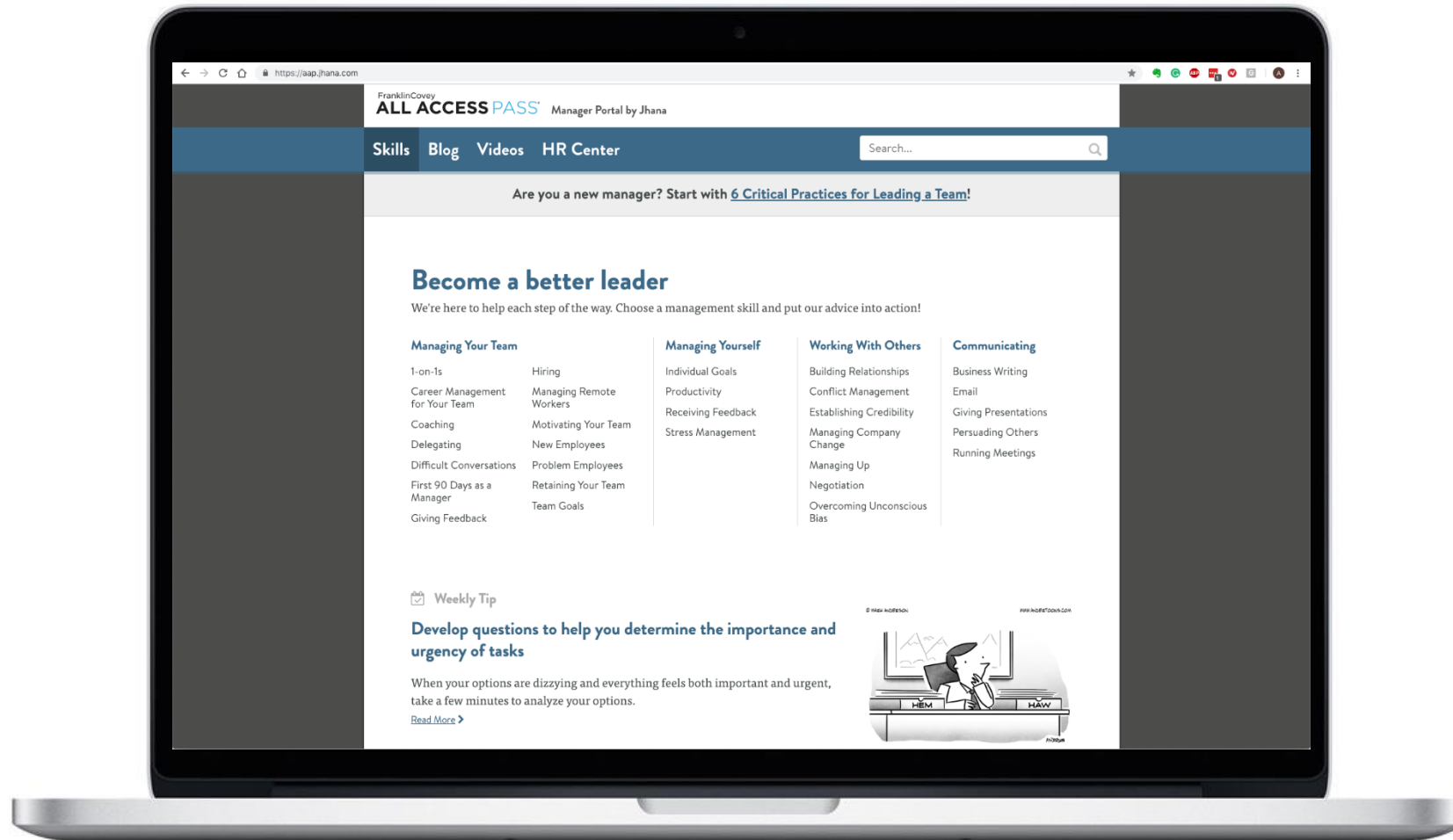
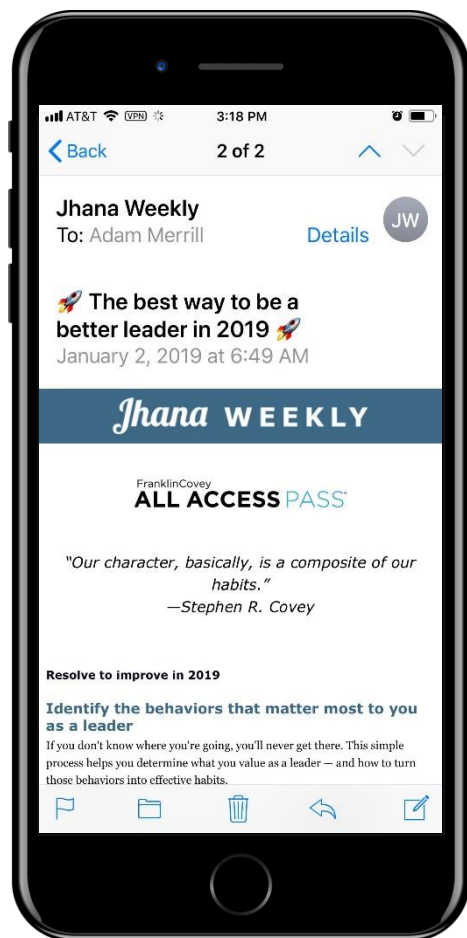


exc[↑]elerators[™] FranklinCovey[®]





Modality 4: Microlearning



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Elements of the AAP Value Proposition

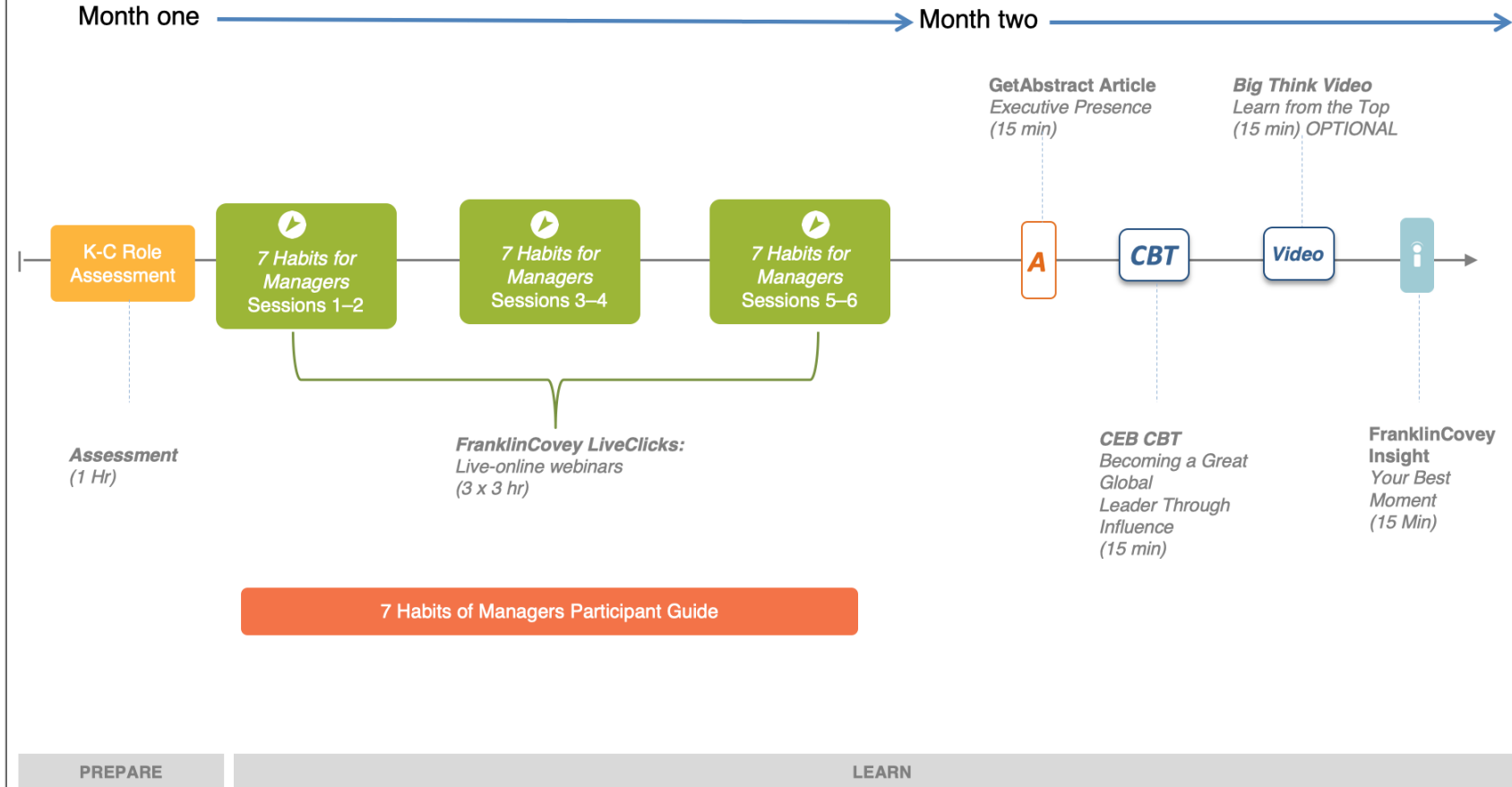
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My Leadership Journey Team Leader Development

Track: Driving Team Effectiveness

Level 3 "DO" section

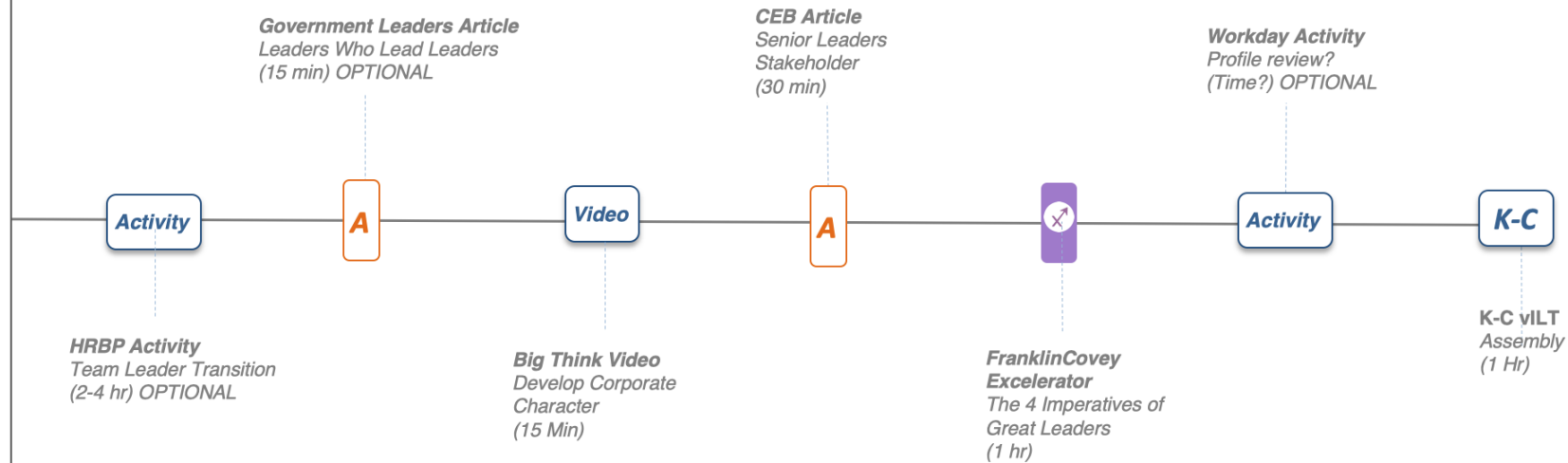


My Leadership Journey Team Leader Development

Track: Driving Team Effectiveness

Level 3 "DO" section

Month three



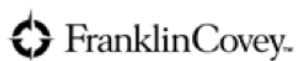
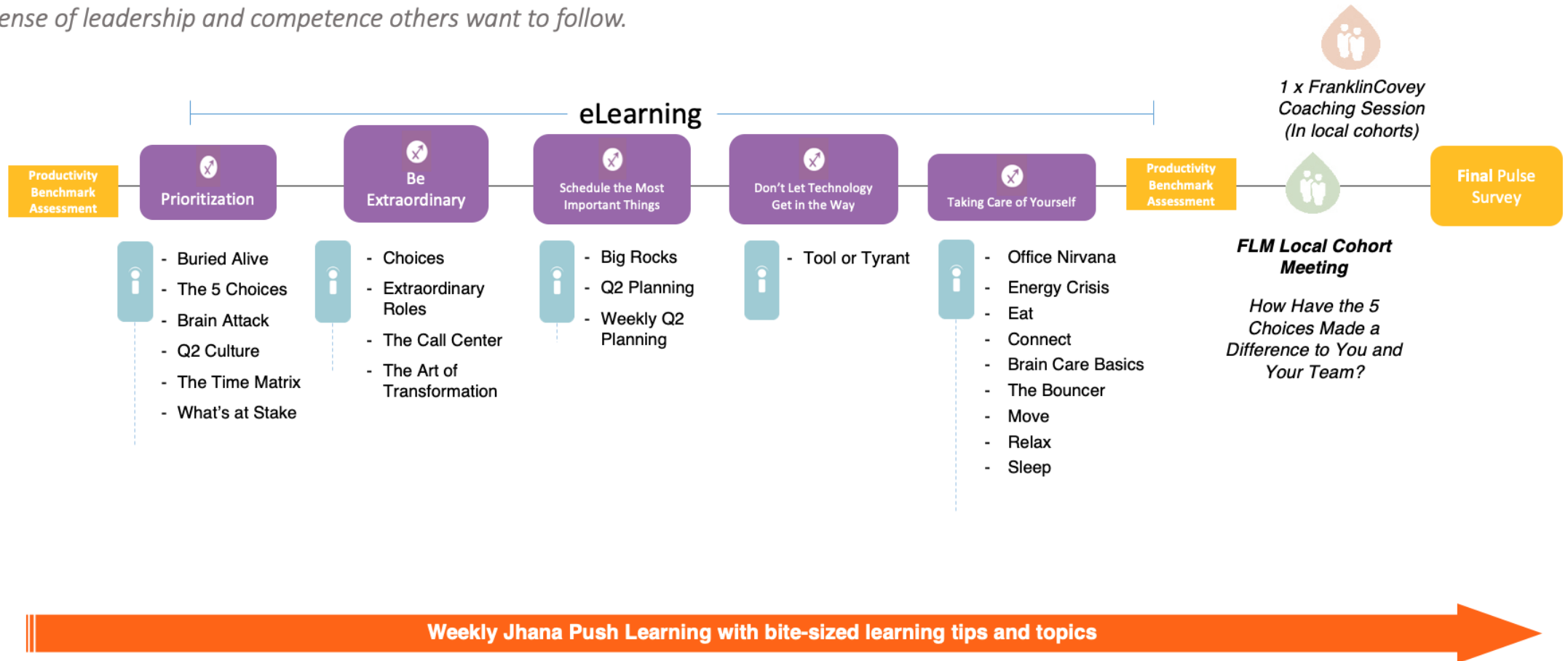
Opt in for Jhana
Weekly Emails

APPLY



FLM – Term 5 (5 Choices of Personal Productivity)

- Learning and practicing skills and tools to gain a more balanced and controlled life that brings confidence to others and demonstrates a sense of leadership and competence others want to follow.



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Other Add-On Services

- Onsite Delivery
- Facilitator Quick Start
- Coaching
- LMS Integration
- Custom Solutions
- Project Management

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Sales Force Growth

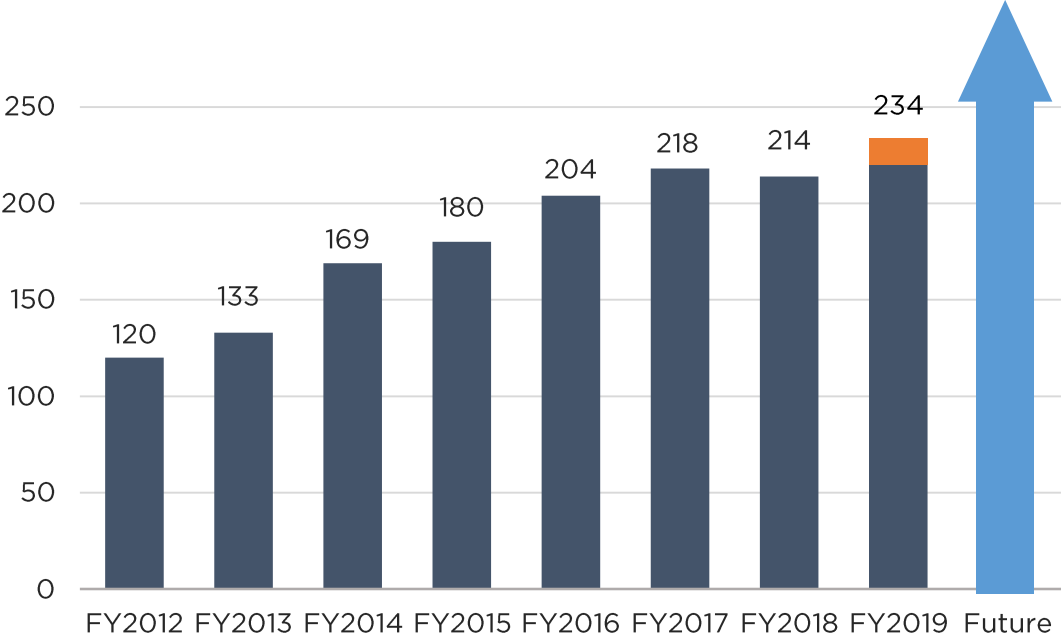
Key Takeaways

- 1 Historic client partner hiring and ramp performance**
- 2 Capacity to hire new client partners**
- 3 Client partner profile, recruiting, and ramp process**
- 4 Future client partner hiring targets**

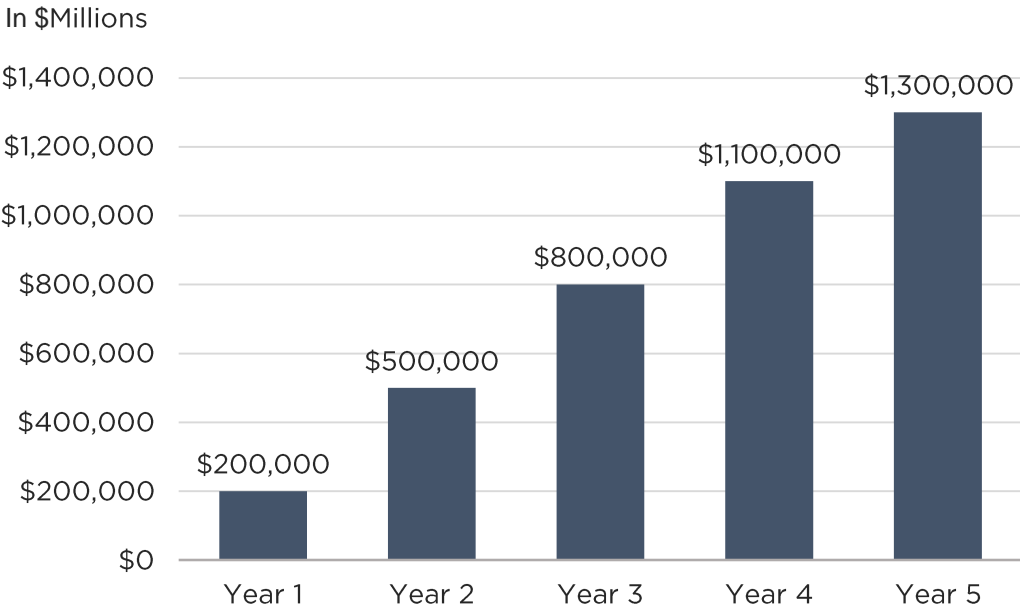
CLIENT PARTNER

Hire & Ramp

CLIENT PARTNER ADDITIONS



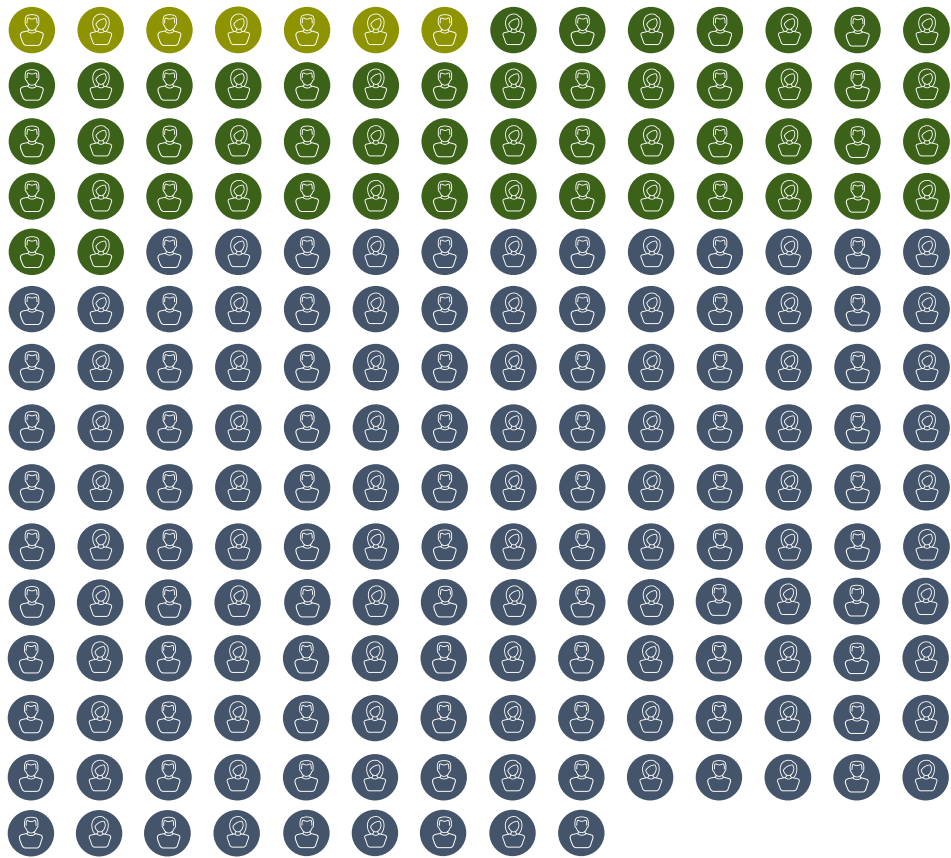
CLIENT PARTNER RAMP



We cover investment on a new client partner within: **1 Year**

DISTRIBUTION

Market Opportunity for Expansion



1 icon = 1,000 Accounts/Schools

ENTERPRISE

55,000

Companies in U.S. target market

11,000

Assigned accounts

4,000

Active customers

7,000

Assigned, but not yet customers

44,000

Unassigned accounts

EDUCATION

150,000

K-12 Schools in US and Canada

47,000

Assigned schools

2,700

Active schools

44,300

Assigned, but not yet customers

103,000

Unassigned schools

CLIENT PARTNER

Profile

1

Experienced sales professional

2

Balance of consultative selling, prospecting, and account management skills

3

Credibility with senior leaders, executives, and school administrators

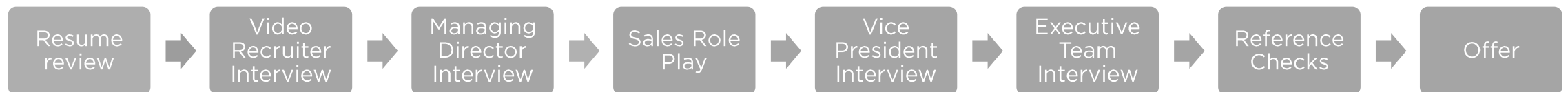
4

Increasingly: subscription/services model experience

CLIENT PARTNER

Recruiting

- Four recruiters
- For every client partner position, there are more than 100 candidate profiles reviewed and a minimum of 10 candidates interviewed.
- Consistent interviewing process using scorecard against seven key categories.
 - Work ethic/discipline
 - Collaborative
 - Clear interest in people and organizational improvement
 - Hunter mentality
 - Consultative sales skills
 - Demonstrated account growth
 - Business acumen



CLIENT PARTNER

Key Success Indicators

- Face-to-face hours with clients
- New logo/new school sales revenue
- Add-on services
- Revenue retention
- Annual revenue goal

CLIENT PARTNER

Onboarding

5

Week Intensive
Sales Academy

4

Cohorts
Per Year



CLIENT PARTNER

Successful Ramp

- Immersive five-week sales academy
- Strong sales leadership – weekly 1:1 to review key metrics and provide coaching
- Field training organization
- Utilizing our 4 Disciplines of Execution (4DX) process to ensure focus and execution of key metrics

CLIENT PARTNER

Hiring Projections

