

SECURITIES AND EXCHANGE COMMISSION

WASHINGTON, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of  
The Securities Exchange Act of 1934

Date of Report (Date of Earliest Event Reported):  
March 16, 2004

**FRANKLIN COVEY CO.**

(Exact name of registrant as specified in its charter)

Commission File No. 1-11107

Utah  
(State or other jurisdiction of  
incorporation)

87-0401551  
(IRS Employer Identification  
Number)

2200 West Parkway Boulevard  
Salt Lake City, Utah 84119-2099  
(Address of principal executive offices)(Zip Code)

Registrant's telephone number, including area code: (801) 817-1776

Former name or former address, if changed since last report: Not Applicable

---

**Item 5. Other Information**

On March 16, 2004, Franklin Covey Co. announced the appointment of Dr. Clayton Christensen to its Board of Directors. The press release introducing Dr. Christensen is attached hereto as an exhibit to this current report on Form 8-K.

**Item 7. Financial Statements and Exhibits**

(c) Exhibits:

99.1 Press release dated March 16, 2004

---

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

FRANKLIN COVEY CO.

Date: March 16, 2004

/s/ STEPHEN D. YOUNG

---

Stephen D. Young  
Chief Financial Officer

## News Bulletin

For Further Information:

Richard R. Putnam

Investor Relations

(801) 817-1776

---

2200 West Parkway Boulevard  
Salt Lake City, Utah 84119-2331  
www.franklincovey.com

### FRANKLINCOVEY INTRODUCES NEW BOARD MEMBER CLAYTON CHRISTENSEN

**Salt Lake City, Utah--** March 16, 2004 -- FranklinCovey (**NYSE: FC**) a global leader in effectiveness training, productivity tools and assessment services for organizations, teams and individuals, announced today the appointment of Clayton Christensen to its Board of Directors. Dr. Christensen is the Robert and Jane Cizik Professor of Business Administration at the Harvard Business School where he has been a faculty member since 1992. His research and teaching interests center on the management issues related to the development and commercialization of business model innovation and technology. His specific area of focus is in developing organizational capabilities. Dr. Christensen received his MBA and DBA from the Harvard Business School. He also served as president and chairman of Ceramics Process Systems from 1984 to 1989. From 1979 to 1984 he worked as a consultant and project manager for the Boston Consulting Group.

Dr. Christensen will direct the Strategy Council for the Board of Directors and focus on strategic initiatives for the Company. He has been appointed to a term expiring at the annual meeting of the Company's shareholders to be held following the end of fiscal 2004.

Robert Whitman, Chairman, commenting on the recent appointment said, "We are pleased to have Dr. Christensen join us and are confident that his expertise will add valuable insight and direction to our curriculum and marketing efforts. We look forward to having him join us in our efforts to take full advantage of the opportunities that are ahead of us. He will enrich our strong offerings to businesses and organizations that are searching for ways to narrow the execution gap between management goals and front line execution."

About FranklinCovey FranklinCovey is a global leader in effectiveness training, productivity tools, and assessment services for organizations and individuals. FranklinCovey helps companies succeed by unleashing the power of their workforce to focus and execute on top business priorities. Clients include 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. Organizations and individuals access FranklinCovey products and services through corporate training, licensed client facilitators, one-on-one coaching, public workshops, catalogs, more than 140 retail stores, and [www.franklincovey.com](http://www.franklincovey.com). Approximately 2,000 FranklinCovey associates provide professional services and products in 39 offices and in 95 countries.