

# Greatness Starts Here

We transform organizations by building exceptional leaders, teams, and cultures that get results.

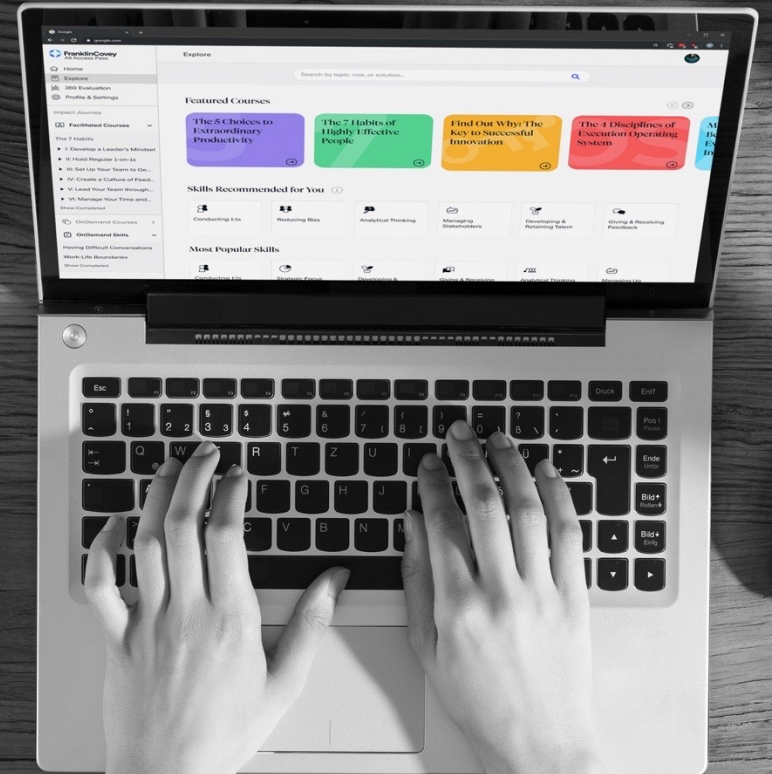


**FranklinCovey™**

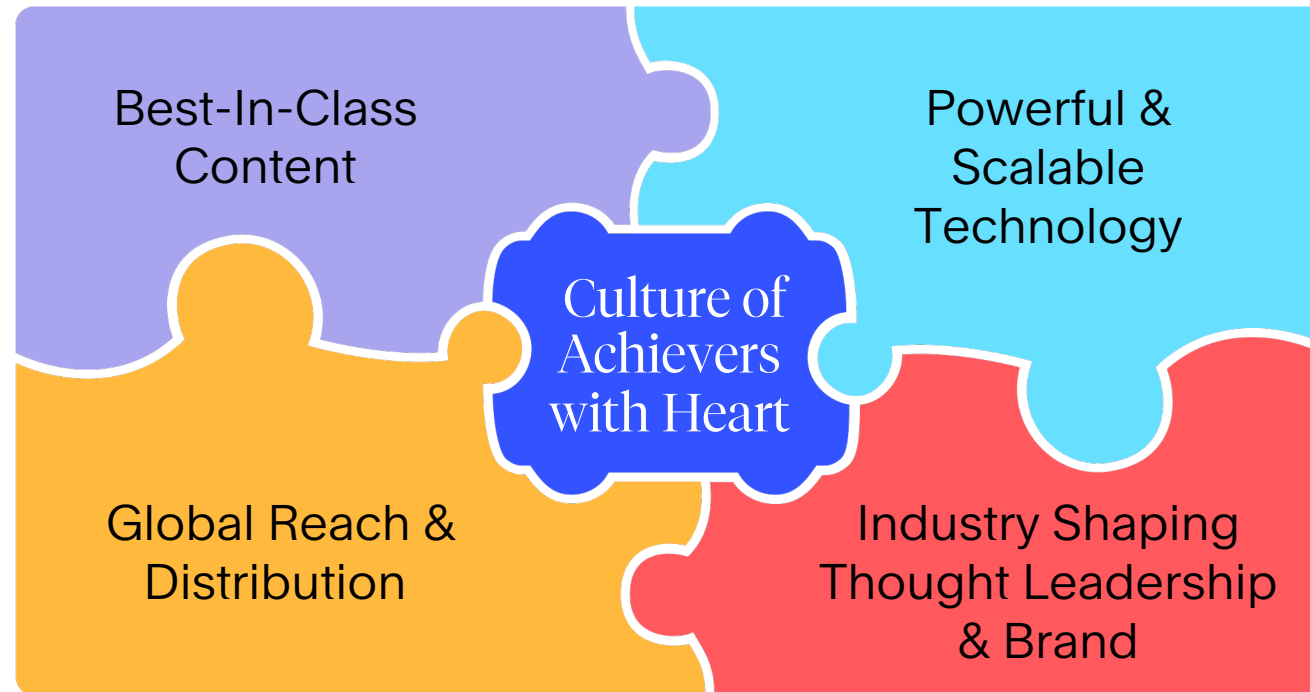
Jennifer Colosimo

# Enterprise Division

February, 2023



# FranklinCovey's Competitive Strengths





**Our Go-To-Market Motion**

# Industry Shaping Thought Leadership and Brand



# Customer Journey



Healthcare System  
HQ in Florida



Operates in 9 states



80,000 Employees



14.9B in Revenue





# What Are Other Clients Thinking About?



Industry Challenges  
& Opportunities

Business-Specific  
Challenges & Opportunities

Workforce & Talent  
Challenges & Opportunities

**Our solutions unleash  
the full potential of  
leaders and their teams.**

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Build high trust, inclusive cultures  
where **great ideas thrive**;

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Turn sporadic performance into a system  
of **consistent predictable results**;

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Build the power skills of individual  
effectiveness that **unlock technical skills**.

# How Do Address Those Challenges?



## 1 Leadership

- Leadership mindset
- Leadership not modeling values & behaviors
- Leading new work models (hybrid)
- Developing high performing teams
- Ineffective change leadership
- Difficult conversations
- Delegating and empowering others
- Giving and receiving feedback
- Communicating with multiple stakeholders
- Coaching
- Delivering results and holding people accountable
- Performance management
- Leading 1:1s
- Performance management
- Develop and retain talent

## 2 Individual Effectiveness

- Doing more with fewer resources
- Juggling competing priorities
- Managing projects
- Delivering commitments on time
- Managing time & energy
- Lack of executive presence
- Combating burnout
- Communicating effectively
- Need for a growth mindset
- Lack of self-awareness
- Low emotional intelligence
- Lack of change resiliency
- Lack of ownership
- Difficult conversations
- Managing stakeholders
- Difficult conversations
- Managing stakeholders

## 3 Culture

- Low trust culture
- Lack of psychological safety
- Decreasing employee engagement
- High associate and leader turnover
- No culture of coaching
- Lack of work-life boundaries
- Concerns with associates acting with integrity
- Fostering belonging
- Identifying/reducing bias
- Working across cultures and backgrounds
- Making time to build relationships
- Slow adoption of change
- Bureaucracy

## 4 Achieve Breakthrough Results

- Executing key initiatives
- Communicating company vision
- Strategic focus and thinking
- Setting and achieving team goals
- Failure to deliver results through innovation
- Inconsistent top-line performance
- Struggles with change management
- Integrating new acquisitions and systems





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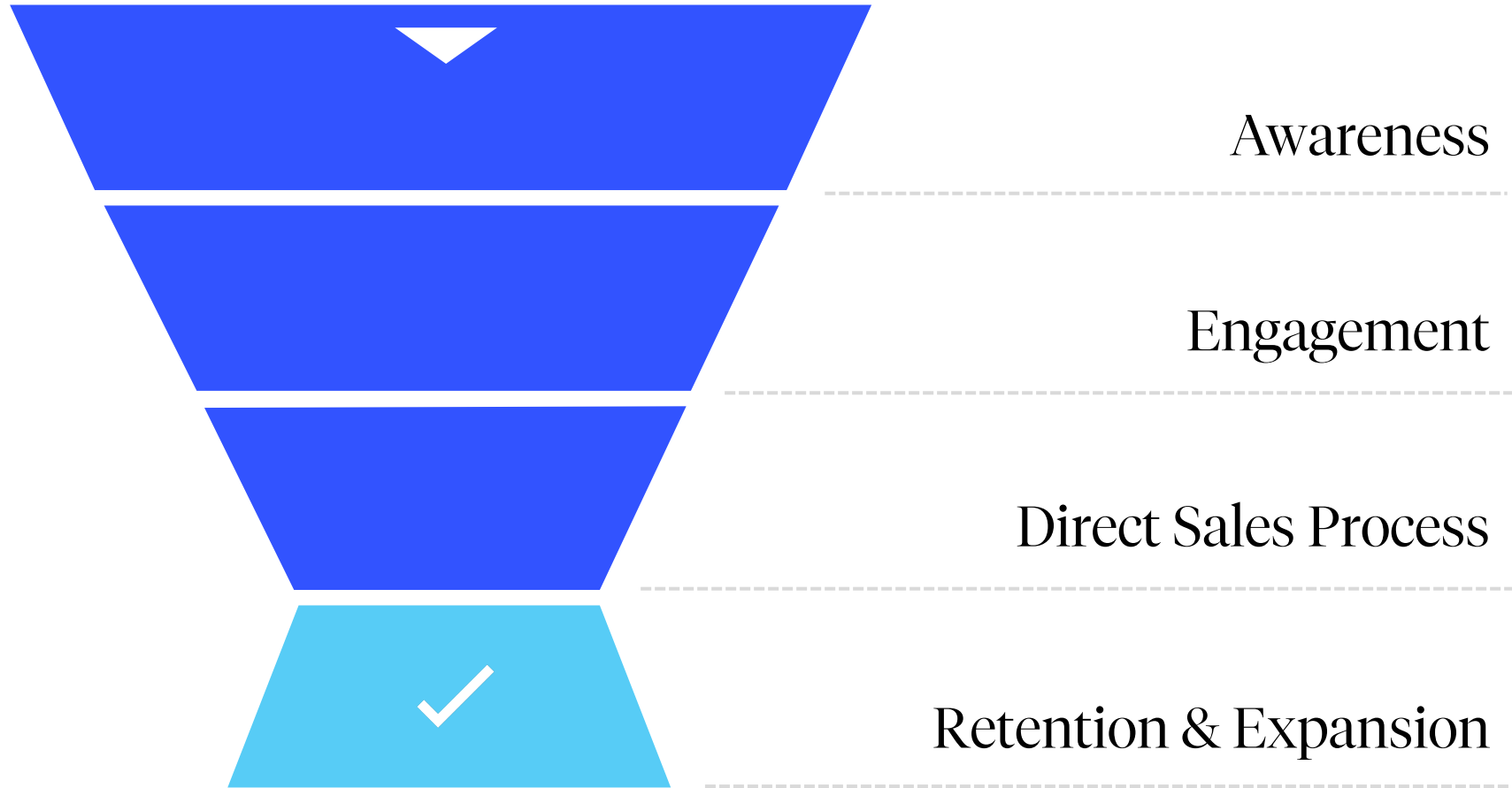
The most important attribute of a customer value proposition is its precision: **how perfectly it nails the customer job to be done**...oftentimes it's not the individual resources and processes that make the difference but their relationship to one another.

Companies will almost always need to **integrate their key resources and processes in a unique way to get a job done perfectly for a set of customers**. When they do, they almost always create **enduring competitive advantage**.

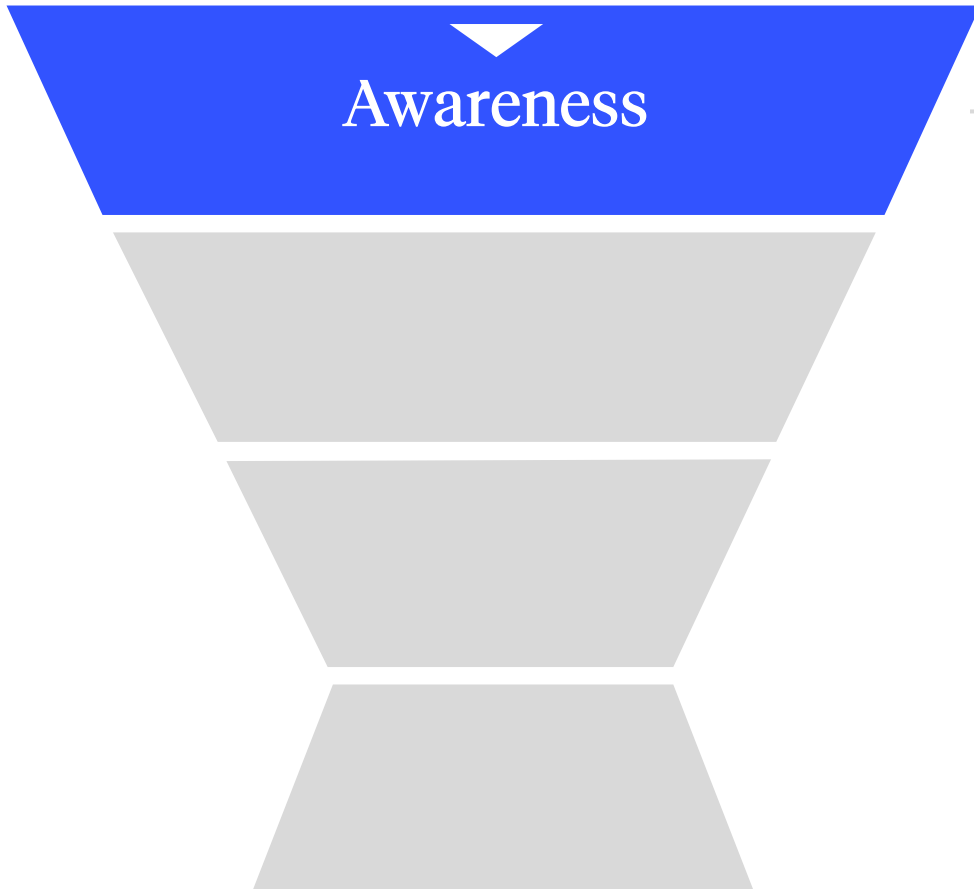
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– CLAYTON CHRISTENSEN

# How Do We Go To Market?



# How Do We Go To Market?



World Business Forum | NYC

atd Association for Talent Development

Forbes

SEM

Facebook

Twitter

Instagram

FRANKLIN COVEY ONLEADERSHIP

SEO

Podcast

LinkedIn

THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE  
Stephen R. Covey

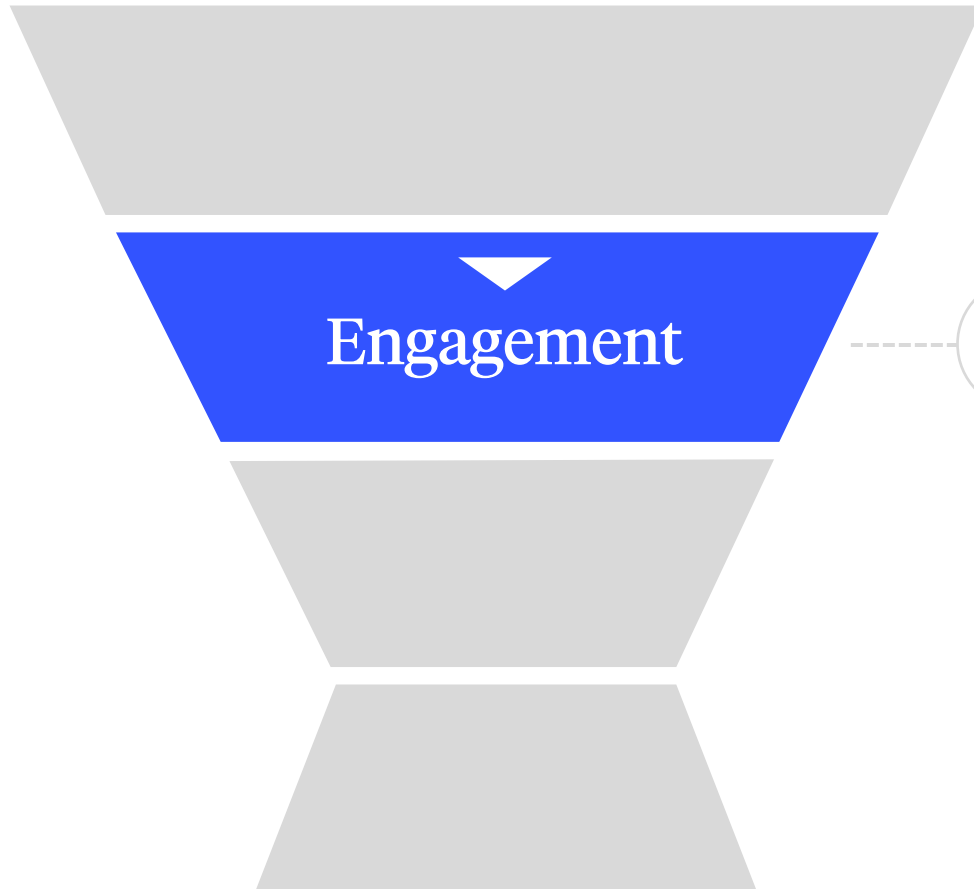
The 4 Disciplines of Execution  
Chris McChesney, Sean Covey, Jim Huling

CHANGE  
How to Turn Uncertainty Into Opportunity  
Curtis Bateman, Marche Plehette, Andy Gendron & Gerald Phillips, Ph.D.

TRUST & INSPIRE  
STEPHEN M. R. COVEY

UNCONSCIOUS BIAS  
PAMELA FULLER & MARK MURPHY with ANNE CHOW

# How Do We Go To Market?



Lead Your Workforce  
Through Economic  
Uncertainty >



Accelerate Your  
Organization's  
Behavior Change >

Introducing FranklinCovey's Content,  
People, and New Impact Platform

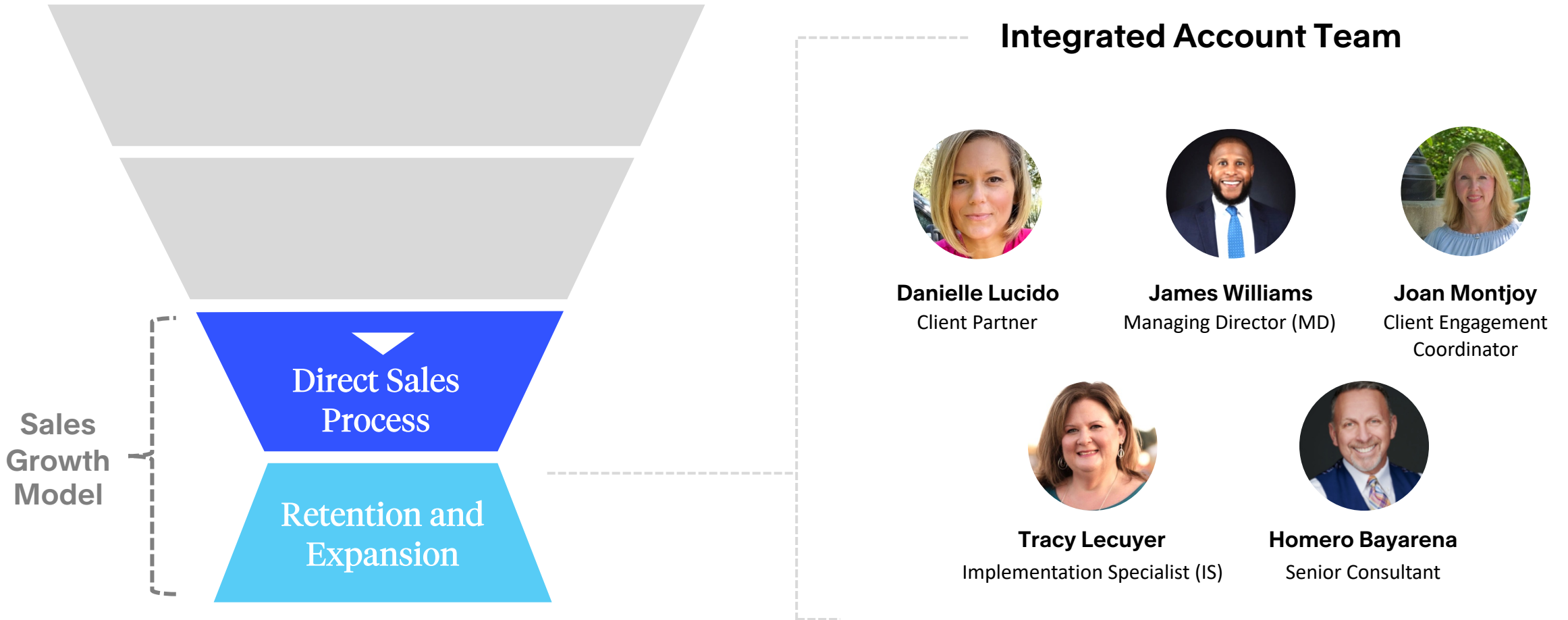


Develop Leaders  
People Choose to  
Follow >

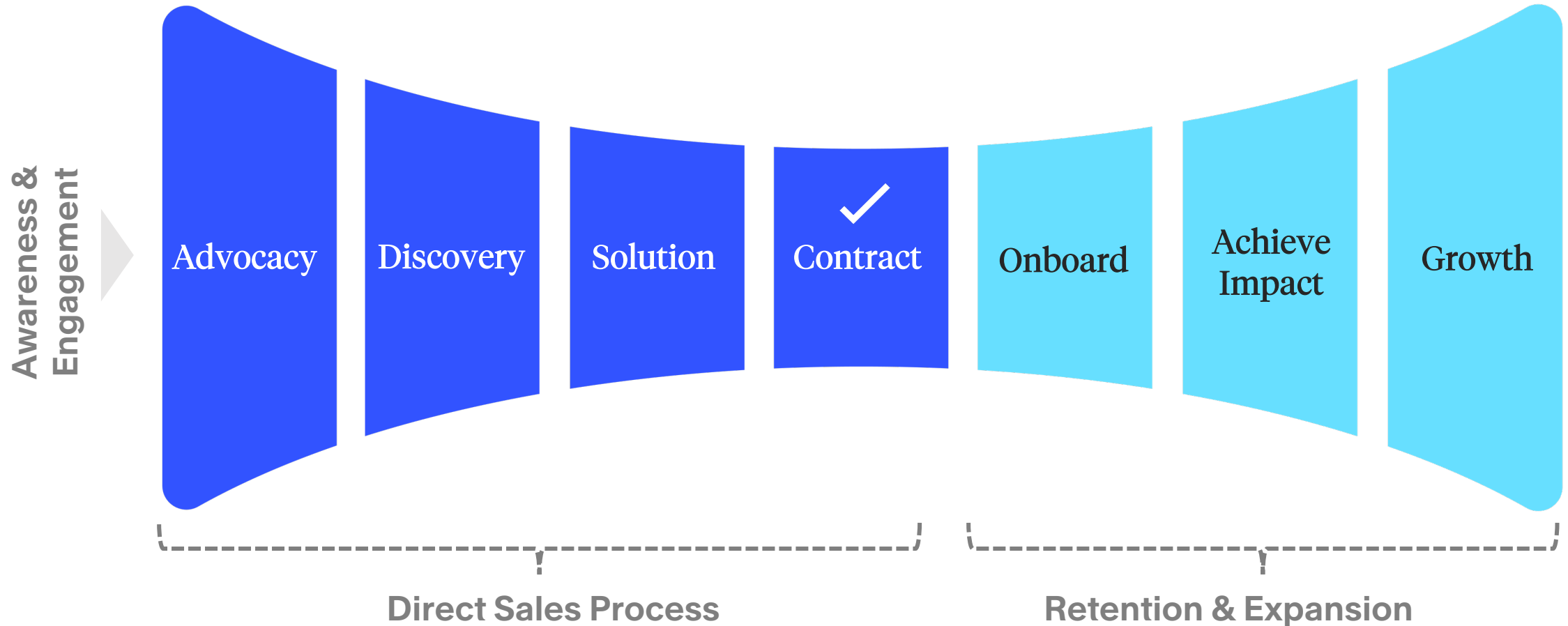
In an Era of Quiet Quitting



# How Do We Go To Market?



# Sales Growth Model





# Enterprise Division



All Access Pass value proposition.

## Content

Access to Franklin Covey's entire collection of best-in-class content.

## Flexibility

Incredible flexibility through an almost limitless combination of delivery modalities.

## Accessibility

Accessed globally in 21 major languages.

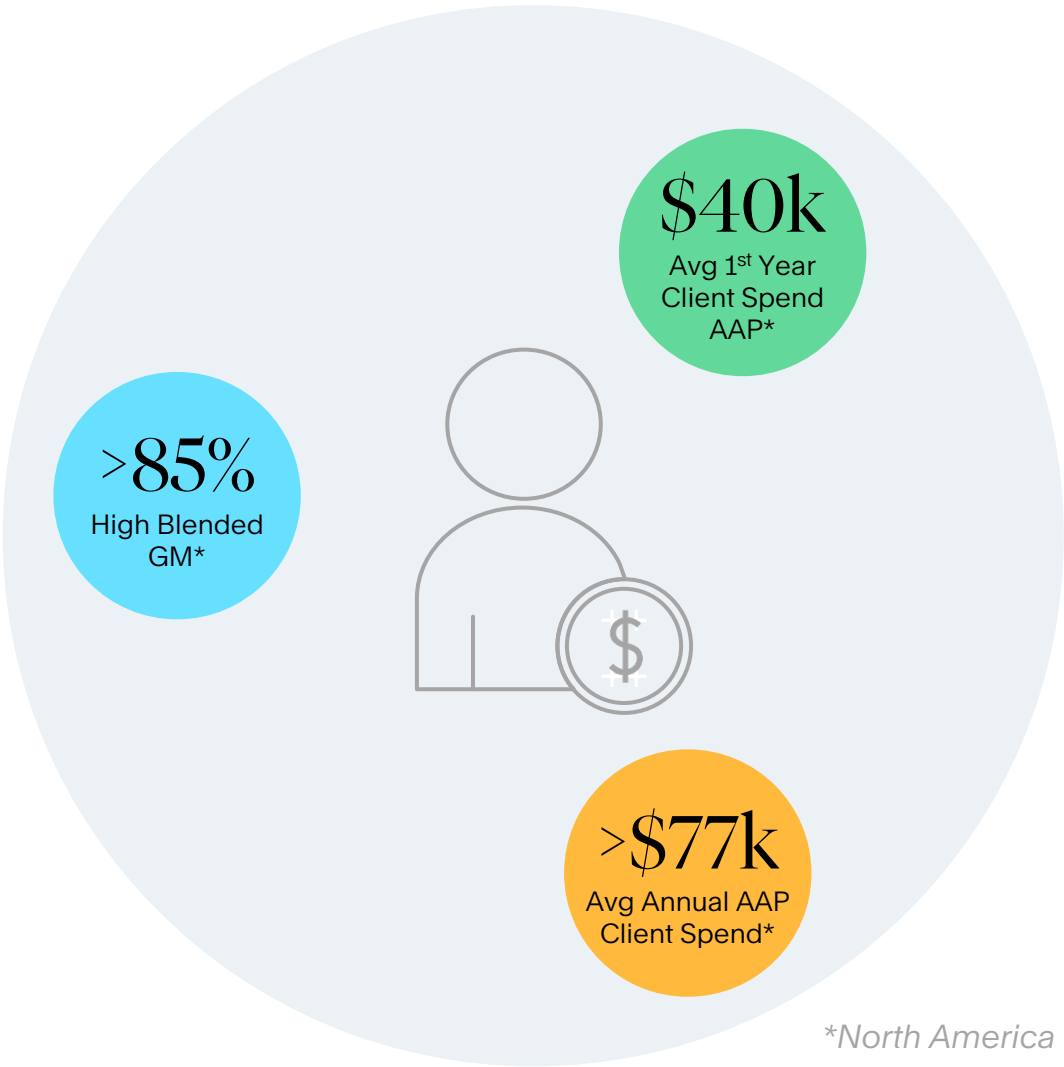
## Strategy

Includes an implementation strategist and a variety of add-on services to drive impact.

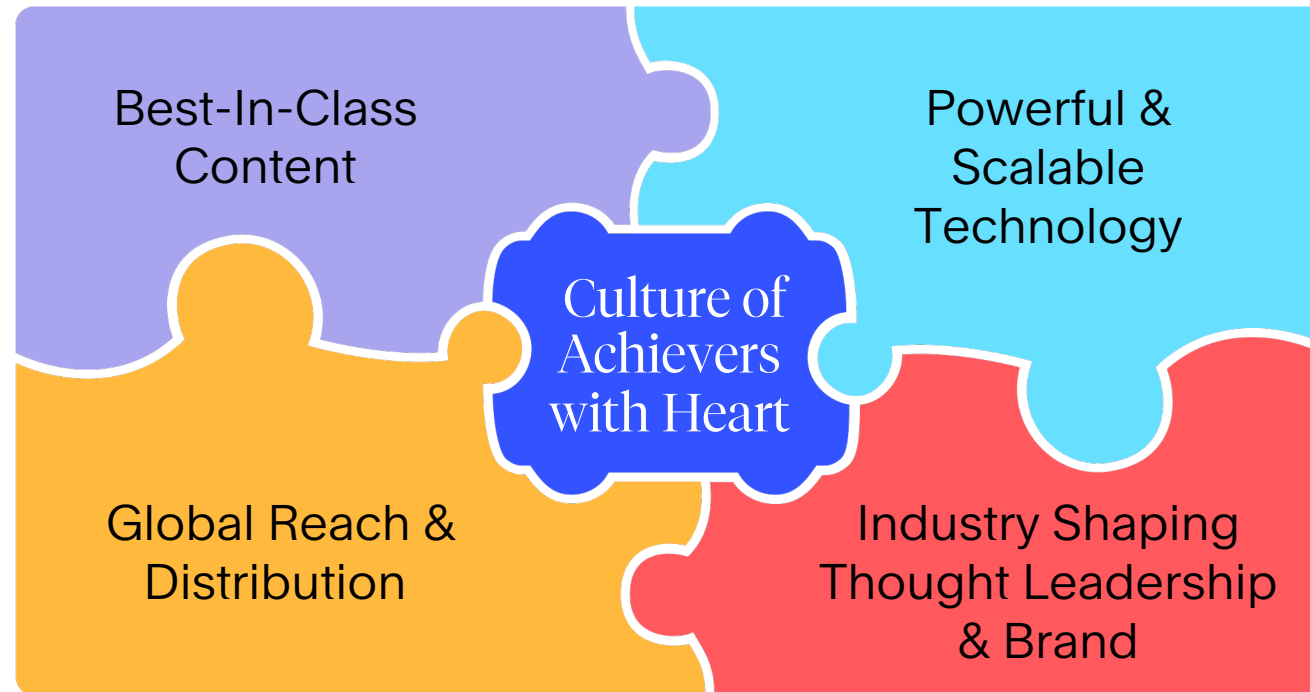
## Pricing

All at a price that is equivalent to what is provided by single-modality providers.

# High All Access Pass Lifetime Customer Value



# FranklinCovey's Competitive Strengths





Our People

# Global Reach & Distribution

# Enterprise Division Global Footprint

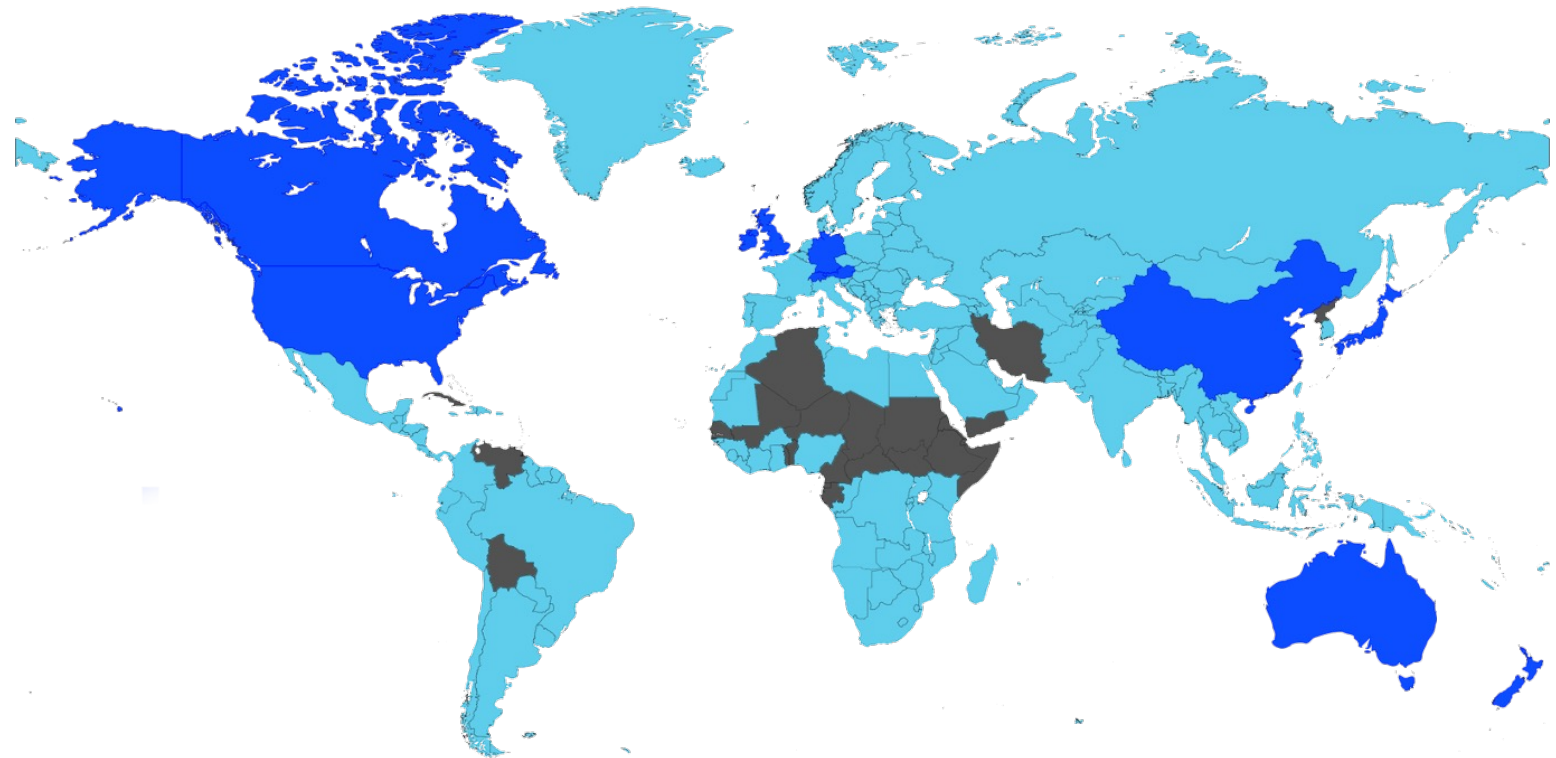


## ● Direct Offices

- US, Canada, UK, Ireland, Germany, Switzerland, Austria, China, Japan, Australia, and New Zealand

## ● Licensees

- 140+ countries



# Profile of a Client Partner



The primary role is to effectively prospect a targeted list of accounts, skillfully diagnose client needs and match FranklinCovey solutions with key decision makers, close business, and grow sales revenue.

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## **Builds Mutually Beneficial Relationships**

- Key initiator of new and strategic business development.
- Networking and social media outreach skills to connect with mid- to senior-level executives.

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## **Becomes a Trusted Advisor**

- Highly skillful diagnosis and assessment of client needs.
- Executive presence and credibility.
- Advocacy of solution to create behavior change at scale.

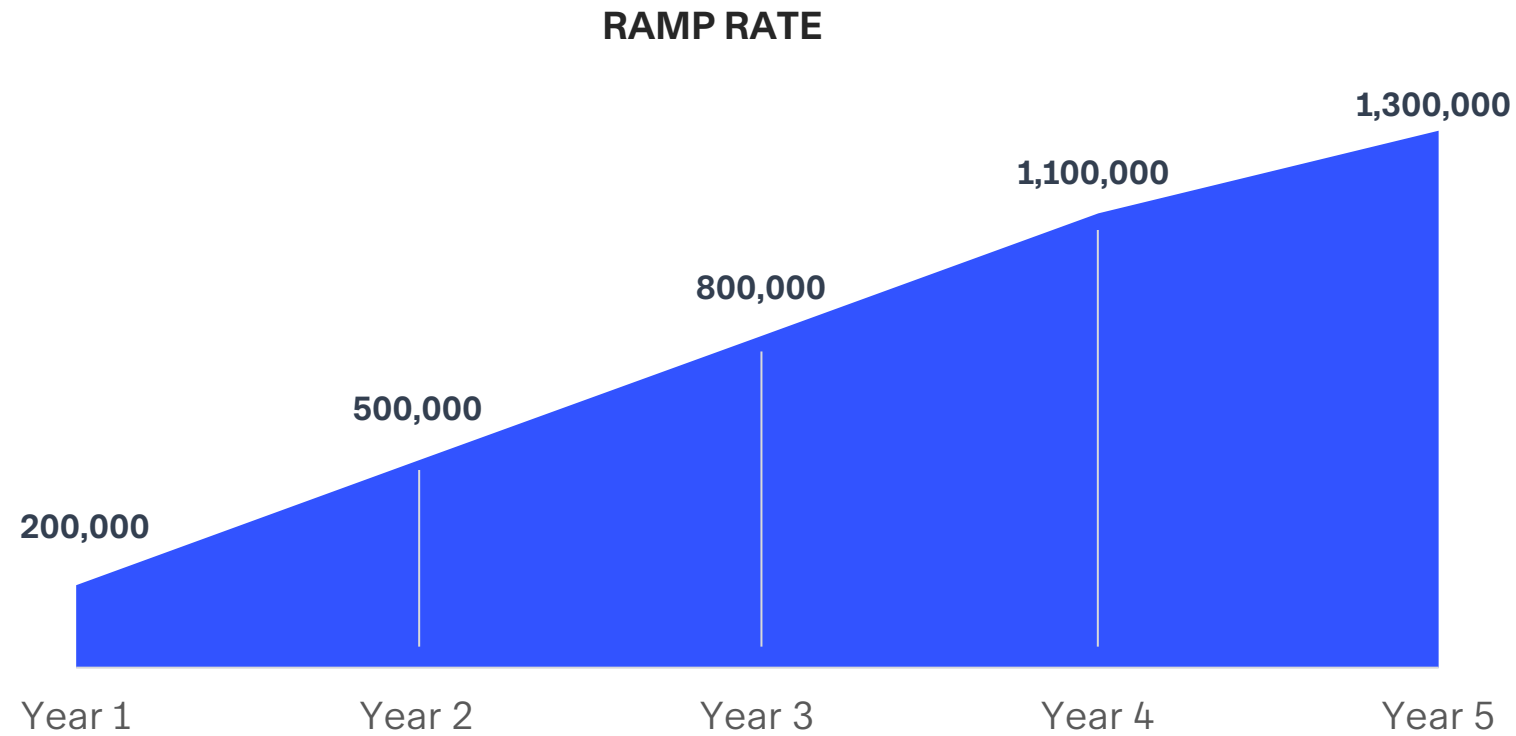
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## **Generates Expansions and Sales Revenue**

- Closes business consistently within the FranklinCovey guidelines.
- Technically savvy with CRM, platform, and social media technologies.



# Client Partner Revenue Ramp Rate



# Implementation Strategist Profile



Ensures client success for All Access Pass, FranklinCovey's flagship subscription product.

## Strategic Thought Partner

- A key member of the integrated account team.

## Develop Impact Journeys

- Expert in creating behavior change at scale and learning science.

## Launch Impact Journeys

- From initial activation through expansion, ensures usage, measurement, learner enjoyment, and impact.

## Review Learning Plans

- Review progress and make any necessary changes in Quarterly Business Reviews.

## Tailor Client Success Plans

- Knowledgeable about talent lifecycle, industry, and measuring the metrics most impactful to client.

## Secure Renewal and Expansion

- Plan for future years of partnership.

# Enterprise Results







