

## BUSINESS ACUMEN

	TITLE	COURSE	DURATION	OBJECTIVES	PEP	AAP	AAP+
EXCELERATORS	<b>Understanding Business Fundamentals (2.0)</b>	<i>Understanding Business Fundamentals</i>	 30 minutes	The financial decisions you make in your team also impact your organization. As your smart decisions help grow the business, you will find that helping the business also helps you.	●	●	●
	FRANKLINCOVEY INSIGHTS	<b>Dashboard: The Power of Keeping Score</b>	<i>The 4 Disciplines®</i>	 9 minutes	It's hard to tell if you're winning the game without a good scoreboard. This video shows how one company uses numbers to get everyone involved in their success. <ul style="list-style-type: none"> <li>Set clear objectives.</li> <li>Be accountable for key measures.</li> </ul>		●
		<b>The Dabbawalas: Make Your Systems Succeed</b>	<i>The 4 Essential Roles of Leadership®</i>	 7 minutes	Learn about the unique and almost flawless core work process of the legendary "lunchbox men" of Mumbai. <ul style="list-style-type: none"> <li>Create effective team processes and systems.</li> <li>Continuously improve key processes.</li> </ul>		●

## COMMUNICATION

	TITLE	COURSE	DURATION	OBJECTIVES	PEP	AAP	AAP+
EXCELERATORS	<b>Business Writing Skills: Getting Your Point Across With Power and Influence</b>	<i>Writing Advantage®</i>	 60 minutes	Established set writing standards help increase productivity, resolve issues, avoid errors, and heighten credibility. <ul style="list-style-type: none"> <li>Learn how to write faster and with more clarity.</li> <li>Gain skills for revising and fine-tuning every kind of document.</li> </ul>	●	●	●
	<b>Leading Effective Meetings (2.0)</b>	<i>Leading Effective Meetings</i>	 30 minutes	Meeting shouldn't be a default mode of communication. When planned for and used well, meetings focus people's creative attention on specific actionable outcomes.	●	●	●
	<b>Practice 4: Create a Culture of Feedback</b>	<i>6 Critical Practices™</i>	 30 minutes	To create a culture of feedback, leaders must model how to both give and seek feedback. A culture of feedback provides everyone the opportunity to learn and grow at work and bring their best selves in everything they do.		●	●
	<b>Writing for Results (2.0)</b>	<i>Writing for Results</i>	 30 minutes	Writing is a vital skill for leaders and individual contributors alike, but its impact is sometimes overlooked. This course discusses how writing impacts your personal credibility and your ability to get things done.	●	●	●
FRANKLINCOVEY INSIGHTS	<b>Ana Handles Questions</b>	<i>Presentation Advantage®</i>	 5 minutes	Learn how to manage group dynamics and handle questions. <ul style="list-style-type: none"> <li>Improve presentation skills.</li> <li>Handle group dynamics.</li> </ul>	●	●	●

## COMMUNICATION (CONTINUED)

TITLE	COURSE	DURATION	OBJECTIVES	PEP	AAP	AAP+
<b>Ana's Presentation</b>	<i>Presentation Advantage®</i>	 4 minutes	This module shows how to plan an effective, comprehensive, and compelling presentation using the Presentation Planner tool. <ul style="list-style-type: none"> <li>• Improve presentation skills.</li> <li>• Utilize the Presentation Planner tool.</li> </ul>	●	●	●
<b>Are You Nervous?</b>	<i>Presentation Advantage®</i>	 4 minutes	Do you ever get nervous when you present? This video will put in perspective why we react the way we do. <ul style="list-style-type: none"> <li>• Improve presentation skills.</li> <li>• Optimize pre-presentation stress.</li> </ul>	●	●	●
<b>Autobiographical Responses and Empathic Listening</b>	<i>7 Habits® Signature 4.0</i>	 5 minutes	The impact of autobiographical responses is illustrated in this dramatized story about a young man who wants to drop out of school. <ul style="list-style-type: none"> <li>• Consider how autobiographical listening and responding blocks your ability to understand and communicate effectively.</li> <li>• Listen empathically for understanding and respect the viewpoints of others.</li> </ul>	●	●	●
<b>Blind Spots:</b> How to Give and Receive Effective Feedback	<i>7 Habits Managers® and 6 Critical Practices™</i>	 9 minutes	Good feedback is essential but risky. How can someone help people without offending them? This engaging story demonstrates how to give effective feedback in the workplace. <ul style="list-style-type: none"> <li>• Communicate candidly and respectfully.</li> <li>• Give effective feedback to each other.</li> </ul>		●	●
<b>Clarifying Questions and "I" Messages (Pair):</b> Tell the Speaker's Story and Seek to Be Understood	<i>7 Habits® Signature 4.0</i>	 5 minutes	This short skills video demonstrates and labels empathic responses and clarifying questions during an interaction between two people around an inaccurate purchase order. <ul style="list-style-type: none"> <li>• Learn how to establish your understanding.</li> <li>• Learn how to state your point of view clearly and respectfully.</li> </ul>	●	●	●
<b>Clarifying Questions and "I" Messages (Team):</b> Watch the Signals and Seek to Be Understood by All	<i>7 Habits® Signature 4.0</i>	 6 minutes	This short skills video demonstrates and labels empathic responses and clarifying questions during an interaction between a salesman and his customers. <ul style="list-style-type: none"> <li>• Ask clarifying questions to each person and make sure they feel understood.</li> <li>• Express your position using "I" messages to promote understanding.</li> </ul>	●	●	●
<b>Diagnose Before You Prescribe:</b> To Understand Precedes Action and Judgment	<i>7 Habits® Signature 4.0</i>	 7 minutes	In classic 1994 footage, Stephen R. Covey illustrates our tendency to impose our paradigms on others and the pitfalls of prescribing before fully understanding another's perspective. <ul style="list-style-type: none"> <li>• Listen with the intent to truly understand, not to influence and judge.</li> </ul>	●	●	●
<b>It's Not About the Nail:</b> Stop Trying to Fix It	<i>7 Habits® Signature 4.0</i>	 5 minutes	Empathic Listening is finding out what really matters to the other person, whether you agree or not. It may seem obvious to the listener, as does the nail in this video, but understanding the speaker is what's really important. <ul style="list-style-type: none"> <li>• Listen empathically for understanding.</li> <li>• Respect the viewpoints of others.</li> </ul>	●	●	●
<b>Get Better:</b> Make it Safe to Tell the Truth	<i>Get Better</i>	 4 minutes	When was the last time you asked for feedback on your performance? Try to routinely seek feedback and act on it where needed.	●	●	●

## COMMUNICATION (CONTINUED)

	TITLE	COURSE	DURATION	OBJECTIVES	PEP	AAP	AAP+
FRANKLINCOVEY INSIGHTS	<b>Performance Conversation:</b> How to Hold People Accountable	<i>Project Management Essentials</i>	 8 minutes	This video shows how to hold people accountable in a way that demonstrates respect while communicating that their lack of follow-through is unacceptable behavior and may be jeopardizing project success. <ul style="list-style-type: none"> <li>• Hold "Performance" Conversations.</li> <li>• Make "Performance" Conversations more effective.</li> </ul>			
	<b>Q2 Culture:</b> Using the Language of Importance to Create a Q2 Culture	<i>The 5 Choices®</i>	 7 minutes	This video shows how to create a culture of Q2 by using the language of importance. <ul style="list-style-type: none"> <li>• Prioritize tasks and projects based on what is most important.</li> <li>• Create a common language and organizational priorities for the team.</li> </ul>			
	<b>Get Better:</b> Talk Less, Listen More	<i>Get Better</i>	 5 minutes	Do you listen to others only with the intent to reply? To improve relationships, listen first with the intent to understand.			
	<b>Team Accountability Session:</b> How to Create a Cadence of Accountability	<i>Project Management Essentials</i>	 6 minutes	This video shows how to conduct a Team Accountability Session as a way to create a rhythm of accountability. These sessions make your project team meetings effective. <ul style="list-style-type: none"> <li>• Create a Cadence of Accountability.</li> <li>• Make project meetings more effective.</li> </ul>			
	<b>The Close:</b> Capture Lessons Learned	<i>Project Management Essentials</i>	 5 minutes	This video shows how to close a project and capture lessons learned. It also introduces a Close Checklist tool. <ul style="list-style-type: none"> <li>• Close a project.</li> <li>• Capture lessons learned.</li> </ul>			
	<b>Win-Win Thinking:</b> Create Mutually Beneficial Relationships	<i>7 Habits® Signature 4.0</i>	 7 minutes	Dr. Stephen R. Covey explains how to succeed in your personal and professional relationships through win-win thinking. <ul style="list-style-type: none"> <li>• Create a win-win culture where everyone feels they are benefiting.</li> <li>• Communicate in a win-win fashion with each other and all stakeholders.</li> </ul>			

## CONFLICT MANAGEMENT

	TITLE	COURSE	DURATION	OBJECTIVES	PEP	AAP	AAP+
EXCELERATORS	<b>3rd Alternative:</b> Conflict Resolution	<i>3rd Alternative</i>	 60 minutes	Discover how to defuse conflict and strengthen relationships even when threatened by deep differences. This course will help participants discover four paradigms that lead to win-win results in any conflict.			
FRANKLINCOVEY INSIGHTS	<b>Malice in Dallas:</b> Resolve a Conflict, Build a Relationship	<i>The Speed of Trust®</i>	 4 minutes	The hilarious story of how Southwest Airlines resolved a conflict with a much smaller company and built a lasting relationship at the same time. <ul style="list-style-type: none"> <li>• See conflicts as opportunities for building relationships.</li> <li>• Defuse conflicts with diplomacy and respect.</li> </ul>			
	<b>Street Hawkers:</b> Turn Your Adversaries Into Allies	<i>The 4 Essential Roles®</i>	 8 minutes	When a major retailer threatened to dislodge a group of street vendors, they turned the conflict to everyone's benefit and became allies. Here's how they did it. <ul style="list-style-type: none"> <li>• See conflict as an opportunity for building relationships.</li> <li>• Come up with innovative solutions to problems.</li> </ul>			

## CONFLICT MANAGEMENT (CONTINUED)

	TITLE	COURSE	DURATION	OBJECTIVES	PEP	AAP	AAP+
FRANKLINCOVEY INSIGHTS	<b>Get Better:</b> Think We, Not Me	<i>Get Better</i>	 4 minutes	Do you focus on what's in it for you or what's in it for everyone? Try to create opportunities where everyone wins, including you.	●	●	●
	<b>Walls:</b> Negotiating Breakthrough Solutions	<i>7 Habits®</i>	 11 minutes	Dr. Stephen R. Covey recounts how one business leader broke the barriers in a tough negotiation by truly listening to understand. <ul style="list-style-type: none"> <li>Avoid compromise in a conflict situation; make sure everyone can win.</li> <li>Listen empathically to thoroughly understand the views of the other party in a conflict.</li> </ul>	●	●	●

## CUSTOMER LOYALTY

	TITLE	COURSE	DURATION	OBJECTIVES	PEP	AAP	AAP+
EXCELERATORS	<b>Huddle 1:</b> Leading Loyalty	<i>Leading Customer Loyalty®</i>	 15 minutes	This huddle is about getting better at increasing the loyalty of your customers, as well as the loyalty of team members to each other. <ul style="list-style-type: none"> <li>Describe the kind of person who earns the loyalty of other people.</li> <li>Identify and explain the foundational principles for earning customer loyalty: Empathy, Responsibility, and Generosity.</li> </ul>	●	●	●
	<b>Huddle 2:</b> Empathy	<i>Leading Customer Loyalty®</i>	 15 minutes	This huddle is about empathy, the first principle of loyalty. Empathy is the ability to identify with and understand another's situation or feelings. <ul style="list-style-type: none"> <li>Explain how you might discover a customer's "hidden story."</li> <li>Describe how you would treat customers differently if you knew their "hidden stories" and thus serve them better.</li> </ul>	●	●	●
	<b>Huddle 3:</b> Make a Human Connection	<i>Leading Customer Loyalty®</i>	 15 minutes	This huddle is about making a warm human connection with everyone—customer and co-worker. It's about letting people know you care and are there to help. <ul style="list-style-type: none"> <li>Explain how to "see people rather than problems."</li> <li>Describe how to make a "human connection" with your customers and earn their loyalty.</li> </ul>	●	●	●
	<b>Huddle 4:</b> Listen to Learn	<i>Leading Customer Loyalty®</i>	 12 minutes	This huddle is about active listening, the skill necessary to arrive at an understanding of customer needs and concerns. <ul style="list-style-type: none"> <li>Explain how to do active listening by staying silent and focusing not on your own response but on understanding what you hear.</li> <li>Rephrase what has been said and check for understanding.</li> </ul>	●	●	●
	<b>Huddle 5:</b> Responsibility	<i>Leading Customer Loyalty®</i>	 15 minutes	This huddle is about responsibility, the second principle of loyalty. Responsibility means taking personal ownership of customer issues and challenges that may arise. <ul style="list-style-type: none"> <li>Put yourself in your customers' place and visualize your interactions with them.</li> <li>Shift your service mentality from indifference to responsibility.</li> </ul>	●	●	●
	<b>Huddle 6:</b> Discover the Real Job to Be Done	<i>Leading Customer Loyalty®</i>	 15 minutes	This huddle is about overcoming the tendency to make assumptions and discovering the customer's underlying need. <ul style="list-style-type: none"> <li>Look for the real job to be done in every customer interaction.</li> <li>Take responsibility for identifying and doing the real job to be done.</li> </ul>	●	●	●

## CUSTOMER LOYALTY (CONTINUED)

	TITLE	COURSE	DURATION	OBJECTIVES	PEP	AAP	AAP+
EXCELERATORS	<b>Huddle 7:</b> Follow Up to Strengthen the Relationship	<i>Leading Customer Loyalty®</i>	 15 minutes	<p>This huddle is about following up to ensure customer problems and issues are resolved, and to strengthen customer relationships with your organization.</p> <ul style="list-style-type: none"> <li>Show how to align with another person's emotions.</li> <li>Demonstrate how to recover from a lapse in customer service by using the 5 A's: Assume, Align, Apologize, Ask, Assure.</li> </ul>	●	●	●
	<b>Huddle 9:</b> Share Insights Openly	<i>Leading Customer Loyalty®</i>	 15 minutes	<p>This huddle is about sharing insights (both data and human) with each other in order to grow and improve customer relationships.</p> <ul style="list-style-type: none"> <li>Explain how to watch for opportunities to improve customer service.</li> <li>Demonstrate how to give positive, encouraging feedback to co-workers.</li> </ul>	●	●	●
	<b>Huddle 10:</b> Surprise With Unexpected Extras	<i>Leading Customer Loyalty®</i>	 15 minutes	<p>This huddle is about giving creative, unexpected extras that cost little but earn increased loyalty from both customers and co-workers.</p> <ul style="list-style-type: none"> <li>Explain how surprising extras touch customers' hearts and earn their loyalty.</li> <li>List exciting things you could do for your customers that they won't expect.</li> </ul>	●	●	●
	<b>Huddle 11:</b> Your Loyalty Legacy	<i>Leading Customer Loyalty®</i>	 15 minutes	<p>This huddle is about leaving a legacy of customers and co-workers who are loyal to you and your organization because of your high level of engagement in winning their hearts.</p> <ul style="list-style-type: none"> <li>Define the kind of person you would like to be served by.</li> <li>Write down specifically the kind of legacy you want to leave with your customers and co-workers.</li> </ul>	●	●	●
FRANKLINCOVEY INSIGHTS	<b>A Legacy of Loyalty</b>	<i>Leading Customer Loyalty®</i>	 7 minutes	<p>What do you want your customers to say about you? What do you want your legacy to be every day on the job? This vignette illustrates the good accomplished through a team engaged in winning the heart of every customer.</p> <ul style="list-style-type: none"> <li>Describe specifically the kind of legacy you want to leave with your customers—how do you want them to remember you?</li> <li>Define the kind of person you would like to be served by, and then create plan to become that person.</li> </ul>	●	●	●
	<b>A Little Extra</b>	<i>Leading Customer Loyalty®</i>	 5 minutes	<p>An emergency-response team performs an unexpected service that surprises everyone and earns the heartfelt loyalty of a whole community.</p> <ul style="list-style-type: none"> <li>Recognize that surprising extras touch customers' hearts and earn their loyalty.</li> <li>Think of exciting things you could do for your customers that they won't expect.</li> </ul>	●	●	●
	<b>Kanyon</b>	<i>Leading Customer Loyalty®</i>	 5 minutes	<p>Auto-glass technician Kanyon is an example of a frontline worker who genuinely cares about his customers—it's just "who he is"—and as a result earns their loyalty.</p> <ul style="list-style-type: none"> <li>Describe the kind of person who earns customers' loyalty.</li> <li>Identify the foundational principles for earning customer loyalty: Empathy, Responsibility, and Generosity.</li> </ul>	●	●	●

## CUSTOMER LOYALTY (CONTINUED)

TITLE	COURSE	DURATION	OBJECTIVES	PEP	AAP	AAP+
<b>Market Trust:</b> Build Your Brand and Reputation	<i>The Speed of Trust®</i>	 5 minutes	Nothing is worth more than your reputation. This video shows how a highly trusted company lost and then restored the power of its brand in the marketplace. <ul style="list-style-type: none"> <li>• Build a trusted brand.</li> <li>• Develop/reinforce a reputation for getting results.</li> </ul>		●	●
<b>The Button</b>	<i>Leading Customer Loyalty®</i>	 4 minutes	In this humorous vignette, an apathetic drive-through attendant at a fast-food restaurant has a peculiar effect on a customer. Ask yourself if you've ever been in this situation and how it made you feel. <ul style="list-style-type: none"> <li>• Put yourself in your customers' place and visualize your interactions with them.</li> <li>• Shift your service mentality from indifference to responsibility.</li> </ul>	●	●	●
<b>The Car Charger</b>	<i>Leading Customer Loyalty®</i>	 5 minutes	A customer comes in with a simple request, which turns out to be not so simple after all. Watch as a customer-service person discovers what the customer's real problem is—and finds a surprising solution. <ul style="list-style-type: none"> <li>• Look for the real Job to Be Done in every customer interaction.</li> <li>• Take responsibility for identifying and doing the real job to be done.</li> </ul>	●	●	●
<b>The Hidden Story</b>	<i>Leading Customer Loyalty®</i>	 6 minutes	This touching vignette shows you what it would be like if you could see into your customers' thoughts and understand their hidden stories. Explain how you might discover a customer's "hidden story." <ul style="list-style-type: none"> <li>• Describe how you would treat customers differently if you knew their "hidden stories" and thus serve them better.</li> </ul>	●	●	●
<b>The Human Connection, Parts 1 and 2</b>	<i>Leading Customer Loyalty®</i>	 5 minutes	FranklinCovey Loyalty Practice Leader Sandy Rogers explains that earning loyalty depends on the kind of character you have and principles you live by. <ul style="list-style-type: none"> <li>• Explain how to "see people rather than problems."</li> <li>• Describe how to make a "human connection" with your customers and earn their loyalty.</li> </ul>	●	●	●
<b>The Ultimate Question:</b> Earn the Loyalty of Your Customers	<i>Great Leaders, Great Teams, Great Results</i>	 12 minutes	Are your customers loyal to you, or would they just as soon go somewhere else? Author Fred Reichheld explains how to earn the loyalty of your customers. <ul style="list-style-type: none"> <li>• Make customers into promoters.</li> <li>• Eliminate sources of customer discontent.</li> </ul>		●	●
<b>The World's Most Trusted Company:</b> How to Partner With Your Customers	<i>The Speed of Trust®</i>	 9 minutes	When some customers hacked into the company's computers, the leaders of toymaker LEGO were intrigued: Why would they do this? The answer shows why LEGO is the "world's most trusted company." <ul style="list-style-type: none"> <li>• Learn from customer feedback.</li> <li>• Connect with customers to generate new ideas for growth.</li> </ul>		●	●

# EXECUTION

	TITLE	COURSE	DURATION	OBJECTIVES	PEP	AAP	AAP+
EXCELERATORS	<b>Orientation to Execute Your Team's Strategy and Goals (2.0)</b>	<i>The 4 Essential Roles®</i>	 15 minutes	This module includes a trailer video and some prework to prepare participants to attend a live, live online, or the OnDemand modules for the <i>Execute Your Team's Strategy and Goals</i> course.		●	●
	<b>Practice 3:</b> Set Up Your Team to Get Results	<i>6 Critical Practices™</i>	 30 minutes	Successful leaders must clarify goals for their team and delegate work effectively. Leaders must communicate “why” their team's work matters to the organization, “what” specific results they are expected to achieve, and “how” they will get the work done.		●	●
	<b>The 4 Essential Roles Part 4:</b> Execute Your Team's Strategy and Goals 1 (2.0)	<i>The 4 Essential Roles®</i>	 30 minutes	Leaders need to be able to execute a strategy based on their vision. Aligning the Six Rights will help you understand how you should be thinking about key systems that influence your overall outcomes, and the 4 Disciplines of Execution will help you execute on any specific goal.		●	●
	<b>The 4 Essential Roles Part 5:</b> Execute Your Team's Strategy and Goals 2 (2.0)	<i>The 4 Essential Roles®</i>	 30 minutes	Exceptional execution starts with narrowing the focus—clearly identifying what must be done, or nothing else you achieve really matters much.		●	●
	<b>The 4 Essential Roles Part 6:</b> Execute Your Team's Strategy and Goals 3 (2.0)	<i>The 4 Essential Roles®</i>	 30 minutes	People and teams play differently when they are keeping score, and the right kind of scoreboards motivate the players to win.		●	●
FRANKLINCOVEY INSIGHTS	<b>Get Better:</b> Align Inputs and Outputs	<i>Get Better</i>	 4 minutes	Do you consistently get the outcomes you want? Choose actions that predictably lead to your desired results.	●	●	●
	<b>Align the Six Rights</b>	<i>The 4 Essential Roles®</i>	 7 minutes	Are you doing the right things to align your team and execute on your goals? Mathilde Morgan began a new facility, hired 1,000 people, and migrated work from 15 countries in just three years. Learn the secret to her success and how to leverage the systems in place to achieve your strategy.		●	●
	<b>Goal:</b> Overcoming the Execution Gap	<i>The 4 Disciplines® and Great Leaders</i>	 9 minutes	It's one thing to have a great strategy, but it's another to execute it. Dr. Stephen R. Covey explains why many teams have trouble executing—and how to close the “execution gap.” <ul style="list-style-type: none"> <li>• Execute strategy with excellence.</li> <li>• Spend time on what is important.</li> </ul>		●	●
	<b>Land One at a Time:</b> Staying Focused on Key Priorities	<i>The 4 Disciplines® and Great Leaders</i>	 5 minutes	A successful team focuses totally on a few key goals. Using the example of air-traffic controllers, FranklinCovey consultant Jim Stuart explains how to achieve that clear focus. <ul style="list-style-type: none"> <li>• Set a few key priorities.</li> <li>• Focus on the “critical few” instead of the “trivial many.”</li> </ul>		●	●
	<b>Lead Measures:</b> Understanding the Drivers of Your Success	<i>The 4 Disciplines® and Great Leaders</i>	 7 minutes	It's one thing to have a goal; it's another to know how to achieve the goal. FranklinCovey consultant Chris McChesney explains how to identify the key actions to take to accomplish team goals. <ul style="list-style-type: none"> <li>• Execute with excellence.</li> <li>• Focus on actions most likely to produce results.</li> </ul>		●	●

## EXECUTION (CONTINUED)

	TITLE	COURSE	DURATION	OBJECTIVES	PEP	AAP	AAP+
FRANKLINCOVEY INSIGHTS	<b>Store 334</b>	<i>The 4 Essential Roles®</i>	 10 minutes	The worst store in a grocery chain becomes the best by adopting a new execution discipline.		●	●
	<b>Whirlwind:</b> Achieve Your Goals Amid the Day-to-Day Demands	<i>The 4 Disciplines® and Great Leaders</i>	 6 minutes	You can set a lofty goal, but too often it disappears in the day-to-day “whirlwind” of lesser priorities. FranklinCovey consultant Chris McChesney explains how to conquer the whirlwind. <ul style="list-style-type: none"> <li>Eliminate distractions and barriers to achieving their most important goals.</li> <li>Be clear on the team’s true priorities.</li> </ul>		●	●
	<b>WIG Session:</b> Creating an Accountability System	<i>Great Leaders, Great Team, Great Results</i>	 11 minutes	Three different companies show how to execute WIGs—Wildly Important Goals—through regular accountability meetings called WIG Sessions. <ul style="list-style-type: none"> <li>Take responsibility for progress on team goals.</li> <li>Account for commitments to advance the team’s goals.</li> </ul>		●	●
	<b>Wildly Important Goals</b>	<i>The 5 Choices®</i>	 10 minutes	A powerful process for achieving the most important goals in your life. <ul style="list-style-type: none"> <li>Achieve big, formal goals, whether at work or in your personal life.</li> <li>Formulate and track important goals.</li> </ul>		●	●
	<b>Your Best Moment:</b> Turn Strategy Into Action	<i>The 4 Disciplines®</i>	 5 minutes	Even the best strategy can fail if there is no execution discipline. Jim Huling, CEO of a major technology company, explains why so many good strategies break down. <ul style="list-style-type: none"> <li>Understand the strategy of the organization.</li> <li>Translate strategic goals into action.</li> </ul>		●	●

## INNOVATION/CREATIVITY

	TITLE	COURSE	DURATION	OBJECTIVES	PEP	AAP	AAP+
EXCELERATORS	<b>3rd Alternative:</b> Innovation	<i>3rd Alternative</i>	 60 minutes	Based on <i>The 3rd Alternative</i> by Stephen R. Covey, participants will learn how to practice rapid prototyping and countertyping to leverage the rich thinking of teams. Plus, learn to apply the revolutionary discipline and creative power of 3rd Alternative teams, which will help generate exciting and unexpected solutions.		●	●
	<b>Find Out WHY Part 1:</b> Think Differently (2.0)	<i>Find Out WHY®</i>	 30 minutes	Introduce Jobs to Be Done thinking and explore how it can transform innovation efforts from hit-or-miss to more predictability.		●	●
	<b>Find Out WHY Part 2:</b> Find Struggling Moments (2.0)	<i>Find Out WHY®</i>	 30 minutes	Discover clues to innovation opportunities by observing customers and the challenges they face in daily life.		●	●
	<b>Find Out WHY Part 3:</b> Hear What Customers Don't Say (2.0)	<i>Find Out WHY®</i>	 30 minutes	Use a different type of customer interview to uncover what causes customers to buy and use products and services.		●	●

## INNOVATION/CREATIVITY (CONTINUED)

	TITLE	COURSE	DURATION	OBJECTIVES	PEP	AAP	AAP+
EXCELERATORS	<b>Find Out WHY Part 4:</b> Frame the Jobs to be Done (2.0)	<i>Find Out WHY®</i>	 30 minutes	Capture the richness and complexity of the experiences customers seek in an actionable description for innovation.		●	●
	<b>Find Out WHY Part 5:</b> Design for Progress (2.0)	<i>Find Out WHY®</i>	 30 minutes	Identify opportunities for innovation that provide the experience customers desire when choosing and using products and services.		●	●
	<b>Orientation to Find Out WHY (2.0)</b>	<i>Find Out WHY®</i>	 15 minutes	This module provides a preview into the course content and is designed to get participants ready to attend a live, live online, or full OnDemand version of <i>Find Out WHY: The Key to Successful Innovation</i> .		●	●
FRANKLINCOVEY INSIGHTS	<b>4 Ways to Find Struggles</b>	<i>Find Out WHY®</i>	 6 minutes	This module contains four videos that highlight the 4 Ways to Find Struggling Moments. <ul style="list-style-type: none"> <li>Discover new places to get ideas for innovation.</li> <li>Understand that struggling moments lead to innovation.</li> </ul>		●	●
	<b>Analyzing JTBD Interviews</b>	<i>Find Out WHY®</i>	 5 minutes	In this video, Bob Moesta discusses how to "unpack" the information you gain through JTBD Interviews, and how to determine what to do with that information. <ul style="list-style-type: none"> <li>Know what to do with the JTBD Interview information.</li> <li>Take the next step after conducting interviews.</li> </ul>		●	●
	<b>Applying Jobs to Be Done at Work</b>	<i>Find Out WHY®</i>	 5 minutes	Bob Moesta discusses how Jobs to Be Done can be applied within an organization in different groups and by different roles. <ul style="list-style-type: none"> <li>Understand what the needs are of employees and groups inside an organization.</li> </ul>		●	●
	<b>Big Hire vs. Little Hire</b>	<i>Find Out WHY®</i>	 3 minutes	This video features Bob Moesta, co-architect of Jobs Theory, talking about the Big Hire vs. the Little Hire and innovating for both of them. <ul style="list-style-type: none"> <li>Understand why people buy products and services and why people continue to use those products and services.</li> </ul>		●	●
	<b>Building a Purpose Brand</b>	<i>Find Out WHY®</i>	 5 minutes	This video features Clayton Christensen, co-architect of Jobs Theory, explaining one of the biggest goals of Jobs Theory, which is to become a "purpose brand." <ul style="list-style-type: none"> <li>Have an overall goal for innovations efforts.</li> <li>See an example of a purpose brand.</li> </ul>		●	●
	<b>Correlation vs. Causation</b>	<i>Find Out WHY®</i>	 6 minutes	This video shows Bob Moesta and Clayton Christensen, co-architects of Jobs Theory, talking about the difference between correlative data and causative data and the implications of each. <ul style="list-style-type: none"> <li>Understand what research data to focus on.</li> <li>Learn the value of using Jobs Theory to innovate.</li> </ul>		●	●
	<b>Data Fallacies</b>	<i>Find Out WHY®</i>	 10 minutes	This video features Clayton Christensen, co-architect of Jobs Theory, explaining some of the pitfalls that come when using data to drive innovation. <ul style="list-style-type: none"> <li>Focus on how to innovate within a group.</li> <li>Understand the dangers that can come when getting too focused on the data.</li> </ul>		●	●

## INNOVATION/CREATIVITY (CONTINUED)

TITLE	COURSE	DURATION	OBJECTIVES	PEP	AAP	AAP+
<b>Find Struggling Moments</b>	<i>Find Out WHY®</i>	 5 minutes	This video shows everyday people experiencing struggling moments. During the video, Clayton Christensen discusses why struggling moments are actually good and introduces a few specific things you can look for to Find Struggling Moments. <ul style="list-style-type: none"> <li>• Know where to look for innovations opportunities.</li> </ul>		●	●
<b>How to Conduct JTBD Interviews</b>	<i>Find Out WHY®</i>	 7 minutes	Bob Moesta, co-architect of Jobs Theory, shares insights on how to interview customers and uncover the rich details about their Jobs to Be Done, including the deeper emotional and social needs that often aren't clear in traditional customer research. <ul style="list-style-type: none"> <li>• Understand what customers' Jobs to Be Done really are.</li> <li>• Learn about the purpose of Jobs to Be Done Interviews.</li> </ul>		●	●
<b>IDEO: Building an Innovative Culture</b>	<i>7 Habits Managers®</i>	 20 minutes	People from all over the world come to IDEO, a California-based "idea factory," for innovative solutions to problems. Learn IDEO's process for creatively confronting your team's challenges. <ul style="list-style-type: none"> <li>• Come up with innovative solutions to problems.</li> <li>• Develop a creative approach to work.</li> </ul>		●	●
<b>Innovation and Jobs to Be Done</b>	<i>Find Out WHY®</i>	 5 minutes	In this video, Clayton Christensen explores the idea that innovation can be more predictable and successful if approached in a different way. Use this insight to help your team look at innovation differently. <ul style="list-style-type: none"> <li>• Look for what the customers' true needs are.</li> <li>• Find new opportunities for innovation.</li> </ul>		●	●
<b>Interview Skills</b>	<i>Find Out WHY®</i>	 65 minutes	This module features Bob Moesta conducting a full interview using "game on, game off," an approach that helps people see how to navigate a JTBD Interview. He also shares some valuable tips and tricks. <ul style="list-style-type: none"> <li>• Improve your Jobs to Be Done Interview skills.</li> <li>• Know how to navigate a JTBD Interview. Get some tips and tricks to make JTBD Interviews more effective.</li> </ul>		●	●
<b>It's Not a Map</b>	<i>Find Out WHY®</i>	 5 minutes	This video showcases Sian Townsend from Intercom explaining how they have used Jobs Theory to adjust an existing product to meet the real needs of their customers. <ul style="list-style-type: none"> <li>• See an example of Jobs to Be Done in practice.</li> <li>• Better understand Workarounds and Unusual Uses.</li> </ul>		●	●
<b>Job Stories</b>	<i>Find Out WHY®</i>	 8 minutes	SoLight is an innovative organization whose primary products make a difference in the world. This video showcases one of those products and talks about how there are actually many jobs that the product is fulfilling. <ul style="list-style-type: none"> <li>• See an example of a company that is successfully using Jobs to Be Done.</li> <li>• Understand there can be many Job Stories for a single product.</li> </ul>		●	●
<b>Jobs to be Done for Business-to-Business Customers</b>	<i>Find Out WHY®</i>	 5 minutes	Bob Moesta talks about how Jobs Theory applies in a business-to-business setting, and Clayton Christensen gives an example. <ul style="list-style-type: none"> <li>• See how Jobs to Be Done applies in a business-to-business setting.</li> <li>• Innovate in a business-to-business setting.</li> </ul>		●	●

## INNOVATION/CREATIVITY (CONTINUED)

	TITLE	COURSE	DURATION	OBJECTIVES	PEP	AAP	AAP+
FRANKINCONEY INSIGHTS	<b>Making a Mark with Marketing</b>	<i>Find Out WHY®</i>	 7 minutes	In this module, co-architect Bob Moesta talks about how marketing and advertising can capitalize on the Jobs to Be Done Interviews process. <ul style="list-style-type: none"> <li>Innovate in marketing.</li> <li>Think differently about how to approach clients and customers.</li> </ul>		●	●
	<b>Making Progress</b>	<i>Find Out WHY®</i>	 3 minutes	This video shows that innovation is most successful when taking a Jobs to Be Done approach. The three elements of a Job to Be Done are circumstance, progress, and outcome. <ul style="list-style-type: none"> <li>Better understand the customer's perspective to drive innovation.</li> <li>Brainstorm different ways to innovate.</li> </ul>		●	●
	<b>One Light: What Positive Difference Can Your Team Make?</b>	<i>Great Leaders</i>	 6 minutes	Harish Hande, an Indian entrepreneur, runs a profitable business that is helping to transform the environment for millions of people. <ul style="list-style-type: none"> <li>Make a meaningful societal contribution.</li> <li>Come up with innovative solutions to problems.</li> </ul>		●	●
	<b>One Struggle to Solve</b>	<i>Find Out WHY®</i>	 4 minutes	This video summarizes Jobs to Be Done: If we think about the struggles and progress people seek, we'll deeply understand why they make the choices they do. Deeply understanding the customer's "why" is the foundation for successful innovation in our efforts at work and at home. <ul style="list-style-type: none"> <li>See how innovation can be applied in all aspects of life.</li> <li>Be inspired to look for innovation in different ways.</li> </ul>		●	●
	<b>Out in the Wild: Stories of Innovation Success</b>	<i>Find Out WHY®</i>	 9 minutes	This module includes two videos of Bob Moesta sharing real-world examples of how companies have successfully used the Jobs to Be Done process to innovate. <ul style="list-style-type: none"> <li>See new possibilities for innovation.</li> <li>Hear examples of how Jobs Theory has been used successfully.</li> </ul>		●	●
	<b>Path to Synergy (Pair): Be Willing</b>	<i>7 Habits® Signature 4.0</i>	 5 minutes	This short video features a married couple dealing with some unexpected challenges to a family vacation, demonstrating the Path to Synergy. <ul style="list-style-type: none"> <li>Learn to travel the Path to Synergy.</li> <li>Be willing to come up with a 3rd alternative that is better than any ideas that you started with.</li> </ul>	●	●	●
	<b>Path to Synergy (Team): Embrace Differences</b>	<i>7 Habits® Signature 4.0</i>	 7 minutes	This short video features a product team coming up with a product name, demonstrating the Path to Synergy. <ul style="list-style-type: none"> <li>Learn to create synergy in a team environment.</li> <li>Allow each person to contribute by valuing differences and considering each person's point of view.</li> </ul>	●	●	●
	<b>Predictable Results</b>	<i>Find Out WHY®</i>	 6 minutes	This video features Procter and Gamble, one of the many organizations that has successfully integrated Jobs Theory into its culture, and the results the company has achieved with its employees and customers. <ul style="list-style-type: none"> <li>Hear how successful organizations have used Jobs Theory to innovate.</li> <li>Know how to have predictable results in innovation instead of just getting lucky.</li> </ul>		●	●

## INNOVATION/CREATIVITY (CONTINUED)

	TITLE	COURSE	DURATION	OBJECTIVES	PEP	AAP	AAP+
FRANKLINCOVEY INSIGHTS	<b>The Nature of Synergy:</b> Achieving Creative Breakthroughs	<i>7 Habits® Signature 4.0</i>	 6 minutes	Stephen R. Covey uses musical and natural metaphors to describe the power of synergy and its critical importance in a competitive, global environment. <ul style="list-style-type: none"> <li>• Create a climate of innovation and creativity.</li> <li>• Leverage diverse points of view.</li> </ul>			
	<b>Uncovering Needs</b>	<i>Find Out WHY®</i>	 5 minutes	This module has two videos which explore how we can use JTBD interviews to discover what elements drive customers' decision-making process. <ul style="list-style-type: none"> <li>• Prepare to conduct Job to Be Done interviews.</li> <li>• Understand the emotional, social, and functional drivers of customers' decision making.</li> </ul>			
	<b>Understanding Demand</b>	<i>Find Out WHY®</i>	 4 minutes	This video features Bob Moesta, co-architect of Jobs Theory, talking about the difference between "supply side" innovation and "demand side" innovation. <ul style="list-style-type: none"> <li>• Gain a finer focus on what to innovate towards.</li> <li>• Better understand how to understand needs.</li> </ul>			

## MANAGING CHANGE

	TITLE	COURSE	DURATION	OBJECTIVES	PEP	AAP	AAP+
EXCELERATORS	<b>Practice 5:</b> Lead Your Team Through Change	<i>6 Critical Practices™</i>	 30 minutes	Leaders likely know that change will happen and that it's difficult. Leaders play a critical role in helping people understand and engage in change so that everyone can reap the promised benefits. To successfully lead through change, leaders first need to work through the change themselves before helping their team members process the change productively.			
	<b>Unconscious Bias Part 3:</b> Choose Courage (2.0)	<i>Unconscious Bias: Understanding Bias to Unleash Potential™</i>	 30 minutes	When we face bias with courage, we create the space where everyone is respected, included, and valued. Effective courage balances care for all people with boldness as we act to address bias. Consistently choosing courage and building our skills in doing so will help everyone contribute their best selves. <ul style="list-style-type: none"> <li>• Take appropriate action to address biases that limit our own and others' contributions.</li> </ul>			
	<b>Get Better:</b> Carry Your Own Weather	<i>Get Better</i>	 5 minutes	Do you allow other people or circumstances to determine the course of your life? You can choose to act in your life, not react to it.			

## MANAGING CHANGE (CONTINUED)

	TITLE	COURSE	DURATION	OBJECTIVES	PEP	AAP	AAP+
FRANKLINCOVEY INSIGHTS	<b>Carry Your Own Weather:</b> Taking Charge of Your Life	<i>7 Habits® Signature 4.0</i>	 10 minutes	Too often we blame other people or our circumstances for our problems. Dr. Stephen R. Covey shows how to respond effectively when our lives feel out of control. <ul style="list-style-type: none"> <li>Respond proactively to difficult situations.</li> <li>Take responsibility for results.</li> </ul>	●	●	●
	<b>Courage in Action</b>	<i>Unconscious Bias: Understanding Bias to Unleash Potential™</i>	 6 minutes	Acting with courage to confront bias takes different forms and is most successful when we act collectively. <ul style="list-style-type: none"> <li>Identify the ways people act with courage in challenging situations.</li> </ul>	●	●	●
	<b>Proactive Language:</b> Make Language Your Tool of Effectiveness	<i>7 Habits® Signature 4.0</i>	 6 minutes	This instructional video explains the science behind how language impacts our physiology and brain chemistry and thus creates our reality. <ul style="list-style-type: none"> <li>Use proactive language to exude confidence and be in charge of your ability.</li> <li>Open your mind to the space between stimulus and response.</li> </ul>	●	●	●
	<b>Get Better:</b> Start With Humility	<i>Get Better</i>	 4 minutes	Has your lack of humility held you back? Would you know if it had? Focus on improving yourself instead of trying to change others.	●	●	●
	<b>Stone:</b> Becoming a Force for Positive Change	<i>7 Habits® Signature 4.0</i>	 9 minutes	After suffering a career-ending injury, a promising athlete turns from revenge to contribute to his community and become a force for positive change. <ul style="list-style-type: none"> <li>See the opportunity in adversity.</li> <li>Make a meaningful contribution.</li> </ul>	●	●	●
	<b>Trim Tab:</b> How to Initiate Change	<i>Great Leaders</i>	 11 minutes	Dr. Stephen R. Covey tells the story of a principal who transformed her failing school and the surrounding community by making a few simple changes. <ul style="list-style-type: none"> <li>Change a dysfunctional system or environment.</li> <li>Develop the leadership skills of initiative and a bias for action.</li> </ul>		●	●
	<b>Ways to Act With Courage</b>	<i>Unconscious Bias: Understanding Bias to Unleash Potential™</i>	 4 minutes	<ul style="list-style-type: none"> <li>Acting with courage can show up in different ways: identifying bias, coping with bias, or being an ally or advocate to those who are dealing with bias. How will you act with courage?</li> <li>Understand ways you can act with courage to address bias around you.</li> </ul>	●	●	●
	<b>Whitewater:</b> Navigate Successfully Through Turbulent Times	<i>4 Roles of Leadership®</i>	 9 minutes	Today's environment is a lot like running the rapids of a swift river. Dr. Stephen R. Covey explains how to deal with the turmoil of change by anchoring yourself in unchanging principles. <ul style="list-style-type: none"> <li>Deal successfully with a changing and uncertain environment.</li> <li>Identify the unchanging core principles of your success.</li> </ul>		●	●

## PERFORMANCE MANAGEMENT

	TITLE	COURSE	DURATION	OBJECTIVES	PEP	AAP	AAP+
FRANKLINCOVEY INSIGHTS	<b>7 Habits Promise:</b> The Power of the 7 Habits	<i>7 Habits® Signature 4.0</i>	 4 minutes	In this inspirational opener, Stephen R. Covey introduces the timeless, transformative power of <i>The 7 Habits of Highly Effective People®</i> and invites participants to apply them to the specific challenges they face. <ul style="list-style-type: none"> <li>Implement the 7 Habits to lead your life in a truly effective way, which leads to personal and interpersonal growth.</li> </ul>	●	●	●
	<b>Green and Clean:</b> Holding Each Other Accountable for Results	<i>7 Habits® Signature 4.0</i>	 7 minutes	Dr. Covey shows how team members hold each other accountable for results, and how they expand their capacity in the process. <ul style="list-style-type: none"> <li>Demonstrate accountability for results.</li> <li>Grow and develop individual skills and talents.</li> </ul>	●	●	●
	<b>Max &amp; Max:</b> The Art of Demotivation	<i>4 Roles of Leadership®</i>	 20 minutes	This video shows a humorous look at what happens when people and dogs are conditioned to give less than their best by leaders who limit them. <ul style="list-style-type: none"> <li>Leverage the potential of each employee.</li> <li>Create a climate where everyone wants to do his or her best.</li> </ul>		●	●
	<b>Royal Ballet School:</b> There Is Plenty for Everybody	<i>7 Habits® Signature 4.0</i>	 8 minutes	The case of the Royal Ballet School in London, England, demonstrates how win-win thinking between the school, the students, and the Royal Ballet Company creates a culture of excellence. <ul style="list-style-type: none"> <li>Take time to identify your wins and the wins of others.</li> <li>Realize that one person's success is not achieved at the expense of others.</li> </ul>	●	●	●
	<b>Win-Win Agreements:</b> Steps to Effective Performance Management	<i>4 Roles of Leadership®</i>	 10 minutes	"Win-Win Agreements" that benefit both workers and the organization can transform your performance management. FranklinCovey consultant Fatima Doman teaches the steps to an effective "win-win." <ul style="list-style-type: none"> <li>Develop shared expectations for performance.</li> <li>Manage your own performance without intervention.</li> </ul>		●	●

## PERSONAL PRODUCTIVITY

	TITLE	COURSE	DURATION	OBJECTIVES	PEP	AAP	AAP+
EXCELERATORS	<b>Practice 6:</b> Manage Your Time and Energy	<i>6 Critical Practices™</i>	 30 minutes	Leaders must prioritize their own time management and energy levels in order to best help their teams. Instead of just imagining time for priorities, leaders can choose to make the prioritization happen by adjusting their mindset and implementing some practical lifestyle adjustments.		●	●
	<b>Project Management Essentials Part 1:</b> Foundation (2.0)	<i>Project Management Essentials®</i>	 30 minutes	Project management isn't just about managing logistics and hoping the project will be successful. Consistent project success depends on processes, people, and leading team members to contribute the best they can.	●	●	●
	<b>Project Management Essentials Part 2:</b> Initiate (2.0)	<i>Project Management Essentials®</i>	 30 minutes	Before a project can begin, you need to understand who is involved and what expectations they have. If you can establish clear and measurable project outcomes and well-defined scope, your project will start and run far smoother.	●	●	●

## PERSONAL PRODUCTIVITY (CONTINUED)

	TITLE	COURSE	DURATION	OBJECTIVES	PEP	AAP	AAP+
EXCELERATORS	<b>Project Management Essentials Part 3:</b> Plan (2.0)	<i>Project Management Essentials®</i>	 30 minutes	If you can frontload a project and get as much specific planning done before you start, it is far easier to stay on track and handle risks that may arise.	●	●	●
	<b>Project Management Essentials Part 4:</b> Execute (2.0)	<i>Project Management Essentials®</i>	 30 minutes	A well-planned project will succeed as long as team members execute the plan. Often, team members have competing priorities, and it is up to you to hold team members accountable to project plans.	●	●	●
	<b>Project Management Essentials Part 5:</b> Monitor and Control, Close (2.0)	<i>Project Management Essentials®</i>	 30 minutes	As a project progresses, you will need to keep track of all the moving parts. Having clear communication and recognizing team members' contributions will keep everyone informed and happy to the end of a successful project.	●	●	●
	<b>The 5 Choices - Choice 1:</b> Act on the Important, Don't React to the Urgent (2.0)	<i>The 5 Choices®</i>	 30 minutes	In today's world, people are drowning in email, overwhelmed with demands, and trying to do more with less. <ul style="list-style-type: none"> <li>Filter the vitally important priorities from distractions so they can focus on making a real contribution.</li> </ul>	●	●	●
	<b>The 5 Choices - Choice 2:</b> Go For Extraordinary, Don't Settle for Ordinary (2.0)	<i>The 5 Choices®</i>	 30 minutes	Everyone wants to make a difference, but competing priorities often prevent them from achieving extraordinary results. <ul style="list-style-type: none"> <li>Redefine roles in terms of extraordinary results to achieve high-priority goals.</li> </ul>	●	●	●
	<b>The 5 Choices - Choice 3:</b> Schedule The Big Rocks, Don't Sort Gravel (2.0)	<i>The 5 Choices®</i>	 30 minutes	The crushing increase in workday pressures can make people feel helpless and out of control. <ul style="list-style-type: none"> <li>Discover how to regain control of work and live through a cadence of planning and execution that produces extraordinary outcomes—both personally and professionally.</li> </ul>	●	●	●
	<b>The 5 Choices - Choice 4:</b> Rule Your Technology, Don't Let it Rule You (2.0)	<i>The 5 Choices®</i>	 30 minutes	An electronic avalanche of email, texts, and social-media alerts seriously threaten productivity as never before. <ul style="list-style-type: none"> <li>Leverage technology and fend off distractions by optimizing platforms like Microsoft® Outlook® to boost productivity.</li> </ul>	●	●	●
	<b>The 5 Choices - Choice 5:</b> Fuel Your Fire, Don't Burn Out (2.0)	<i>The 5 Choices®</i>	 30 minutes	Today's exhausting high-pressure work environment burns people out at an alarming rate. <ul style="list-style-type: none"> <li>Learn to recharge mental and physical energy by applying the 5 Energy Drivers™.</li> </ul>	●	●	●
	<b>The 5 Choices - Foundation:</b> Become Extraordinary (2.0)	<i>The 5 Choices®</i>	 30 minutes	The 5 Choices to Extraordinary Productivity process measurably increases productivity of individuals, teams, and organizations. The 5 Choices will help you make more selective, high-impact choices about where to invest your valuable time, attention, and energy.	●	●	●
	<b>The 7 Habits - Habit 1:</b> Be Proactive® (2.0)	<i>7 Habits® Signature 4.0</i>	 30 minutes	Everything in the world around you can push you to react. But, there's a moment of great power between experiencing something and responding, a moment in which you can choose how to proactively respond. As you do, you take responsibility for your behavior, results, and growth by working on things you can do something about.	●	●	●

## PERSONAL PRODUCTIVITY (CONTINUED)

TITLE	COURSE	DURATION	OBJECTIVES	PEP	AAP	AAP+
<b>The 7 Habits - Habit 2:</b> Begin With the End in Mind® (2.0)	7 Habits® Signature 4.0	 30 minutes	Are you right now who you want to be, what you dreamed you'd be, doing what you always wanted to do? Be honest. Sometimes people find themselves achieving victories that are empty successes that have come at the expense of things that were far more valuable to them. If your ladder is not leaning against the right wall, every step you take gets you to the wrong place faster.	●	●	●
<b>The 7 Habits - Habit 3:</b> Put First Things First® (2.0)	7 Habits® Signature 4.0	 30 minutes	To live a more balanced existence, you have to recognize not doing everything that comes along is okay. There's no need to overextend yourself and it's all right to say no in order to focus on your highest priorities.	●	●	●
<b>The 7 Habits - Habit 4:</b> Think Win-Win® (2.0)	7 Habits® Signature 4.0	 30 minutes	Think Win-Win isn't about being nice, nor is it a quick-fix technique. It is a character-based code for human interaction and collaboration. Most of us learn to base our self-worth on comparisons and competition. We think about succeeding in terms of someone else failing that is, if I win, you lose; or if you win, I lose. Yet, Habit 4 looks for a way to find wins for everyone.	●	●	●
<b>The 7 Habits - Habit 5:</b> Seek First to Understand, Then to Be Understood® (2.0)	7 Habits® Signature 4.0	 30 minutes	Communication is the most important skill in life. You spend years learning how to read and write, and years learning how to speak. But what about listening? What training have you had that enables you to listen so you really, deeply understand another human being? Probably none, right?	●	●	●
<b>The 7 Habits - Habit 6:</b> Synergize® (2.0)	7 Habits® Signature 4.0	 30 minutes	Synergize is the habit of creative cooperation. It is teamwork, open-mindedness, and the adventure of finding new solutions to old problems. But it doesn't just happen on its own. It's a process, and through that process, people bring all their personal experience and expertise to the table. Together, they can produce far better results that they could individually.	●	●	●
<b>The 7 Habits - Habit 7:</b> Sharpen the Saw® (2.0)	7 Habits® Signature 4.0	 30 minutes	Sharpen the Saw means preserving and enhancing the greatest asset you have you. It means having a balanced program for self-renewal in the four areas of your life: physical, social/emotional, mental, and spiritual.	●	●	●
<b>The 7 Habits - Paradigms and Principles of Effectiveness (2.0)</b>	7 Habits® Signature 4.0	 30 minutes	The 7 Habits of Highly Effective People is not about efficiency or success (although effective people do tend to enjoy success). It's about effectiveness; the ability to repeatedly get desired results in a sustainable manner. It follows principles of effectiveness and all starts with a paradigm shift.	●	●	●
<b>Time Management for Outlook:</b> Powered by The 5 Choices to Extraordinary Productivity	The 5 Choices®	 60 minutes	An electronic avalanche of email, and the dings, pings, and blue preview screens that hijack our attention are threatening our productivity in an unprecedented way. <ul style="list-style-type: none"> <li>Leverage technology and fend off distractions by optimizing Microsoft® Outlook® to boost productivity.</li> </ul>	●	●	●
<b>Time Management Fundamentals:</b> Powered by The 5 Choices to Extraordinary Productivity	The 5 Choices®	 60 minutes	Participants learn the skills necessary to consciously discern the important from the less and not important, and the planning systems that will keep them focused and feeling accomplished at the end of every day. <ul style="list-style-type: none"> <li>Take control over your time.</li> </ul>	●	●	●

EXCELERATORS

## PERSONAL PRODUCTIVITY (CONTINUED)

	TITLE	COURSE	DURATION	OBJECTIVES	PEP	AAP	AAP+
FRANKLINCOVEY INSIGHTS	<b>Get Better:</b> Avoid The Pinball Syndrome	<i>Get Better</i>	 5 minutes	At the end of a busy day, do you ever feel you've accomplished nothing of real value? Focus on those things which are most important.	●	●	●
	<b>Big Rocks:</b> The Key to Getting the Most Important Things Done	<i>7 Habits® Signature 4.0</i>	 10 minutes	Balancing the demands of work, family, and service can be daunting. Dr. Stephen R. Covey shows how to ensure that your top priorities get your best time and effort. <ul style="list-style-type: none"> <li>Spend time on what is important.</li> <li>Effectively balance the demands of personal and work life.</li> </ul>	●	●	●
	<b>Big Rocks:</b> Schedule the Big Rocks, Don't Sort Gravel	<i>The 5 Choices®</i>	 7 minutes	This video shows a humorous look at people trying to "fit everything in" on the streets of London. <ul style="list-style-type: none"> <li>Prioritize first by what is important and then plan the rest.</li> <li>Balance personal and work-life priorities.</li> </ul>	●	●	●
	<b>Brain Attack:</b> Understanding the Attack on your Brain	<i>The 5 Choices®</i>	 7 minutes	Brain experts describe why we are easily distracted and how the brain can "re-wire" to allow us to stay focused on important things. <ul style="list-style-type: none"> <li>Understand how the pressures of today's world create unprecedented distractions.</li> <li>Learn to re-wire the brain to be more proactive and focused.</li> </ul>	●	●	●
	<b>Brain-Care Basics:</b> Change Your Brain   Change Your Life	<i>The 5 Choices®</i>	 15 minutes	Dr. Daniel Amen discusses key principles of brain health. <ul style="list-style-type: none"> <li>Recharge your brain for greater mental energy and maximum productivity.</li> </ul>	●	●	●
	<b>Buried Alive:</b> Prevent the Gravel From Burying You Alive	<i>The 5 Choices®</i>	 4 minutes	A humorous look at people battling the "gravel" in their work and lives. <ul style="list-style-type: none"> <li>Examine the mountain of countless emails, meeting requests, texts, and other demands.</li> </ul>	●	●	●
	<b>Circle of Influence:</b> Focusing Your Energy Where It Counts	<i>7 Habits® Signature 4.0</i>	 6 minutes	In tough times, we might feel helpless to direct our destiny. Dr. Stephen R. Covey explains how to make worries shrink and expand your Circle of Influence®. <ul style="list-style-type: none"> <li>Take initiative to improve the situation.</li> <li>Grow influence of the team.</li> </ul>	●	●	●
	<b>Connect:</b> The Human Moment   Truly Connecting With Others	<i>The 5 Choices®</i>	 5 minutes	Dr. Edward Hallowell, an expert on attention deficit disorder and mental overload, discusses the importance of human connections. <ul style="list-style-type: none"> <li>Understand how regular and frequent connecting with others energizes and builds physical and mental resilience.</li> </ul>	●	●	●
	<b>Daily Private Victory:</b> Continuously Improving Your Life and Work	<i>7 Habits® Signature 4.0</i>	 8 minutes	Just as a saw becomes dull from use until it's sharpened, so our mind and body need continuous renewal. Sean Covey tells how to keep yourself sharp with the Daily Private Victory. <ul style="list-style-type: none"> <li>Balance work and life priorities more productively.</li> <li>Improve individual and team capabilities.</li> </ul>	●	●	●
	<b>Daily Q2 Planning:</b> Follow Through and Connect Daily	<i>The 5 Choices®</i>	 6 minutes	This video features an overview of the three steps of Daily Q2 Planning. <ul style="list-style-type: none"> <li>Make daily reconciliation of the day's activities.</li> <li>Accurately plan for tomorrow.</li> </ul>	●	●	●

## PERSONAL PRODUCTIVITY (CONTINUED)

TITLE	COURSE	DURATION	OBJECTIVES	PEP	AAP	AAP+
<b>Eat:</b> Eating Healthy   Food for Your Mind	<i>The 5 Choices®</i>	 5 minutes	Dr. Daniel Amen discusses how to use food to create energy. <ul style="list-style-type: none"> <li>Understand how nutrition feeds mental energy.</li> </ul>	●	●	●
<b>Energy Crisis:</b> Sources of Energy   Energy Drivers	<i>The 5 Choices®</i> and <i>6 Critical Practices™</i>	 7 minutes	This video shows an overview of the 5 Energy Drivers. <ul style="list-style-type: none"> <li>Understand how you can renew your mental energy on a consistent basis.</li> </ul>	●	●	●
<b>Move:</b> The Power of Movement   It Is Essential to Be Active	<i>The 5 Choices®</i>	 6 minutes	Dr. John Ratey talks about the importance of exercise and movement throughout the day. <ul style="list-style-type: none"> <li>Understand that both working out and moving throughout the day are key to physical and mental energy.</li> </ul>	●	●	●
<b>Q2 Planning:</b> Quadrant 2   Planning for the Extraordinary	<i>The 5 Choices®</i>	 6 minutes	Transform your productivity by investing 30 minutes a week and 10 minutes a day to plan your priorities. <ul style="list-style-type: none"> <li>Create a system to organize and execute on the things that are worthy of their highest and best effort in the midst of today's distractions.</li> </ul>	●	●	●
<b>Relax:</b> De-stress   How to Manage Stress	<i>The 5 Choices®</i>	 6 minutes	Dr. Daniel Amen discusses practical ways to manage stress. <ul style="list-style-type: none"> <li>Understand the importance of relaxing and the health and mental benefits of doing so.</li> </ul>	●	●	●
<b>Sleep:</b> Sleep Well   Why You Need Rest	<i>The 5 Choices®</i>	 6 minutes	Dr. Liz Joy discusses the importance of sleep and how to improve the quantity and quality of your sleep. <ul style="list-style-type: none"> <li>Understand the importance of quality sleep to cognitive ability.</li> </ul>	●	●	●
<b>Survival/Revival:</b> Avoid Burnout by Investing in Yourself	<i>7 Habits</i>	 11 minutes	This inspiring video illustrates the consequences of "burnout" and the benefits of taking time for yourself as an antidote to burnout. <ul style="list-style-type: none"> <li>Deal productively with pressure and overcome stress through self-renewal.</li> </ul>	●	●	●
<b>The 5 Choices:</b> Choices for Extraordinary Productivity	<i>The 5 Choices®</i>	 5 minutes	This video shows a brief overview for The 5 Choices® to Extraordinary Productivity. <ul style="list-style-type: none"> <li>Understand how each choice builds on the other choices.</li> <li>Learn how you must become effective in each choice in order to achieve extraordinary productivity.</li> </ul>	●	●	●
<b>The Bouncer:</b> Working Memory   Your Bouncer Can Help You Be A High Performer	<i>The 5 Choices®</i>	 5 minutes	Dr. Edward Vogul talks about working memory and how to focus on the most important things. <ul style="list-style-type: none"> <li>Create well-defined goals, because they become the brain's targets for extraordinary productivity.</li> </ul>	●	●	●

## PERSONAL PRODUCTIVITY (CONTINUED)

	TITLE	COURSE	DURATION	OBJECTIVES	PEP	AAP	AAP+
FRANKLINCOVEY INSIGHTS	<b>The Time Matrix®:</b> Where Should You Be Spending Your Time and Energy?	<i>The 5 Choices®</i>	 6 minutes	An overview of the Time Matrix and the return on the time and energy you spend in Q2. <ul style="list-style-type: none"> <li>• Develop a culture of planning, preparation, and prevention.</li> <li>• Eliminate distractions from top priorities.</li> </ul>	●	●	●
	<b>The Time Matrix®:</b> Eliminate the Unimportant to Manage Your Time Effectively	<i>7 Habits® Signature 4.0</i>	 10 minutes	We all choose how to spend every moment of our life. Learn how to invest your time where it really counts. <ul style="list-style-type: none"> <li>• Develop a culture of planning, preparation, and prevention.</li> <li>• Eliminate distractions from top priorities.</li> </ul>	●	●	●
	<b>Tool or Tyrant:</b> Rule Your Technology, Don't Let It Rule You	<i>The 5 Choices®</i>	 6 minutes	Dr. Edward Hallowell discusses the proper relationship between people and technology. <ul style="list-style-type: none"> <li>• Keep from getting derailed by your technology.</li> </ul>	●	●	●
	<b>Weekly Planning:</b> Three Steps to Improving Your Personal Productivity	<i>7 Habits® Signature 4.0</i>	 6 minutes	Taking time to plan your week before it starts can make all the difference in your effectiveness. Learn the three steps of weekly planning. <ul style="list-style-type: none"> <li>• Gain control of your calendar of activities and tasks to ensure that top priorities get the highest and best effort.</li> </ul>	●	●	●
	<b>Weekly Q2 Planning:</b> Connect to Your Roles and Goals Weekly	<i>The 5 Choices®</i>	 5 minutes	An overview of the three steps of Weekly Q2 Planning and how it helps you achieve your goals. <ul style="list-style-type: none"> <li>• Get out of the urgent mode and into the Q2 mode by doing your Weekly Q2 Planning.</li> </ul>	●	●	●

## PROBLEM SOLVING

	TITLE	COURSE	DURATION	OBJECTIVES	PEP	AAP	AAP+
EXCELERATORS	<b>The 3rd Alternative:</b> Conflict Resolution	<i>3rd Alternative</i>	 60 minutes	Discover how to defuse conflict and strengthen relationships—even when threatened by deep differences. <ul style="list-style-type: none"> <li>• Discover the four paradigms that lead to win-win results in any conflict situation.</li> </ul>		●	●
	<b>The 3rd Alternative:</b> Decision Making	<i>3rd Alternative</i>	 60 minutes	Apply four steps for making robust decisions. <ul style="list-style-type: none"> <li>• Capitalize on divergent thinking to reduce uncertainty.</li> <li>• Use empathy as the unexpected key to decision making.</li> </ul>		●	●
	<b>The 3rd Alternative:</b> Problem Solving	<i>3rd Alternative</i>	 60 minutes	Learn a revolutionary method for solving the toughest problems by seeking the unexpected, unanticipated solutions that participants never imagined—far better solutions than they ever dreamed of. <ul style="list-style-type: none"> <li>• Discover how synergy is key to problem solving.</li> </ul>		●	●
	<b>Resolving Generational Conflict:</b> Understanding and Navigating Generational Differences at Work	<i>Great Leaders, Great Teams, Great Results</i>	 60 minutes	Effectively manage employees from different generations by learning why and how each generation responds differently in the workplace. <ul style="list-style-type: none"> <li>• Work through the most common generational friction points.</li> </ul>		●	●

## PROBLEM SOLVING (CONTINUED)

	TITLE	COURSE	DURATION	OBJECTIVES	PEP	AAP	AAP+
FRANKLINCOVEY INSIGHTS	<b>Muhammad Yunus:</b> How to Change the World	<i>Great Leaders, Great Teams, Great Results</i>	 11 minutes	Nobel Peace Prize winner Mohammed Yunus founded the micro-credit movement that lifted millions out of poverty. His story inspires us to find unique ways to solve tough problems. <ul style="list-style-type: none"> <li>• Come up with innovative solutions to problems.</li> <li>• Make a meaningful contribution.</li> </ul>		●	●
	<b>Paradigms:</b> Change Your Mindset, Change Your Results	<i>7 Habits® Signature 4.0 and 6 Critical Practices™</i>	 6 minutes	The difference between success and failure often lies in how we see the problem. Dr. Stephen R. Covey teaches us to challenge our assumptions and think more productively. <ul style="list-style-type: none"> <li>• Deal successfully with change and ambiguity.</li> <li>• Identify and question hidden assumptions.</li> </ul>	●	●	●
	<b>Preventive Policing:</b> Prevent Crises Before They Arise	<i>7 Habits®</i>	 9 minutes	In Richmond, British Columbia, the police work as hard to prevent crime as they do to solve it. Learn how to stop crises from developing. <ul style="list-style-type: none"> <li>• Anticipate and prevent crises.</li> <li>• Attack problems at their roots.</li> </ul>	●	●	●

## STRATEGIC LEADERSHIP

	TITLE	COURSE	DURATION	OBJECTIVES	PEP	AAP	AAP+
EXCELERATORS	<b>Building Process Excellence</b>	<i>Great Leaders, Great Teams, Great Results</i>	 60 minutes	Participants will learn how great systems operate and how they enable systematic, predictable results. <ul style="list-style-type: none"> <li>• Turn good processes into great processes.</li> </ul>		●	●
	<b>Orientation to Create a Shared Vision and Strategy (2.0)</b>	<i>The 4 Essential Roles®</i>	 15 minutes	This module includes a trailer video and some prework to prepare participants to attend a live, live online, or the OnDemand modules for the <i>Create a Shared Vision and Strategy</i> course.		●	●
	<b>Orientation to Introduction to the 4 Essential Roles of Leadership (2.0)</b>	<i>The 4 Essential Roles®</i>	 15 minutes	This module includes a trailer video and some prework to prepare participants to attend a live or live online <i>Introduction to the 4 Essential Roles of Leadership</i> course.		●	●
	<b>Orientation to The 4 Essential Roles of Leadership (2.0)</b>	<i>The 4 Essential Roles®</i>	 15 minutes	This module provides a preview into the course content and is designed to get participants ready to attend a live, online, or full OnDemand version of <i>The 4 Essential Roles of Leadership</i> .		●	●
	<b>Orientation to Unleashing Your Team's Potential Through Coaching (2.0)</b>	<i>The 4 Essential Roles®</i>	 15 minutes	This module includes a trailer video and some prework to prepare participants to attend a live, live online, or the OnDemand modules for the <i>Unleash Your Team's Potential Through Coaching</i> course.		●	●
	<b>The 4 Essential Roles of Leadership - Implementation Plan (2.0)</b>	<i>The 4 Essential Roles®</i>	 15 minutes	To help you begin to implement what you have learned, this module contains some brief instructions and online tools vital for any leader.		●	●
	<b>The 4 Essential Roles Part 1: Introduction (2.0)</b>	<i>The 4 Essential Roles®</i>	 30 minutes	There are four roles leaders play that are highly predictive of success. We call them essential, because as leaders consciously lead themselves and their teams in alignment with these roles, they lay the foundation for effective leadership.		●	●

## STRATEGIC LEADERSHIP (CONTINUED)

	TITLE	COURSE	DURATION	OBJECTIVES	PEP	AAP	AAP+
FRANKLINCOVEY INSIGHTS	<b>The 4 Essential Roles Part 3:</b> Create a Shared Team Vision and Strategy (2.0)	<i>The 4 Essential Roles®</i>	 30 minutes	Every great leader needs to communicate their vision in such a way to encourage others to help them achieve their vision.		●	●
	<b>The 4 Essential Roles Part 7:</b> Unleash Your Team's Potential Through Coaching (2.0)	<i>The 4 Essential Roles®</i>	 30 minutes	Recognizing and nurturing talent must be a conscious effort for any successful leader. The most effective leaders utilize coaching skills every day to improve performance, solve problems, and develop their team members' careers.		●	●
	<b>The 4 Imperatives of Great Leaders:</b> Leading in the Knowledge Worker Age	<i>Great Teams, Great Leaders, Great Results</i>	 60 minutes	Organizations that want to retain their best employees must have leaders who understand the radically new paradigm from which the knowledge worker operates. This training teaches that foundation for leaders to think, act, and lead from this new paradigm. <ul style="list-style-type: none"> <li>Develop tools and skills to help leaders inspire and support a talented, valuable workforce.</li> </ul>		●	●
	<b>A.P. Pension:</b> Build a Common Language	<i>7 Habits Leader Implementation</i>	 5 minutes	Build a common language that reinforces the 7 Habits in your organization. <ul style="list-style-type: none"> <li>Incorporate the language of the 7 Habits in the organization.</li> <li>Model and reinforce the 7 Habits.</li> </ul>		●	●
	<b>Birchwood Auto:</b> Model the 7 Habits	<i>7 Habits Leader Implementation</i>	 6 minutes	This video shows how effective leaders model the 7 Habits in three specific ways—three “best practices.” They define the kind of leader they want to be, they live the 7 Habits in their daily lives, and they strive for continual improvement by seeking ongoing feedback. <ul style="list-style-type: none"> <li>Model and reinforce the 7 Habits.</li> </ul>		●	●
	<b>Centiro:</b> Create a 7 Habits Operating System	<i>7 Habits Leader Implementation</i>	 6 minutes	Understand the impact of having the 7 Habits as an operating system. <ul style="list-style-type: none"> <li>Incorporate the 7 Habits into the organization.</li> <li>Model and reinforce the 7 Habits.</li> </ul>		●	●
	<b>Coaching Framework</b>	<i>The 4 Essential Roles®</i>	 7 minutes	Effective coaching is much less about talking and offering your own solutions, and more about listening and exploring options to guide to insight. Listen to these conversations to determine how you can help your team feel heard and empowered to make the right decisions.		●	●
	<b>Copa Airlines:</b> Create a Clear and Compelling Strategy	<i>The 4 Essential Roles® and 6 Critical Practices™</i>	 7 minutes	Getting every team member engaged in the work of a team can be a challenge. At Copa Airlines, employees talk about how they feel responsible for the success strategy. <ul style="list-style-type: none"> <li>Align individual work to overall strategy.</li> <li>Take responsibility for results.</li> </ul>		●	●
	<b>Effective 1-on-1s</b>	<i>6 Critical Practices™</i>	 5 minutes	Holding regular 1-on-1s can create an environment of trust, where you can find out from team members what their level of engagement is and what's impacting their performance at work. This video includes five tips on how to make your 1-on-1s effective.		●	●
<b>Everest</b>	<i>The 4 Essential Roles®</i>	 13 minutes	Erik Weihenmayer, the first man to climb Mount Everest blind, shares a story of leadership in unlikely places and the ways in which trust and the ability to work together toward a common goal ensures success in the face of adversity.		●	●	

## STRATEGIC LEADERSHIP (CONTINUED)

TITLE	COURSE	DURATION	OBJECTIVES	PEP	AAP	AAP+
<b>Giving Feedback</b>	<i>The 4 Essential Roles®</i>	 4 minutes	One of the ways we can ensure that people are valued is through regular feedback and coaching, though these two are different things. As you watch this video, think about how effectively you give feedback and who might need some from you today.		●	●
<b>Henderson Civic:</b> Make the 7 Habits Part of Your Culture	<i>7 Habits Leader Implementation</i>	 6 minutes	In this short video, a training manager and a retired police sergeant discuss some of the ways the 7 Habits are reinforced in the city's culture. <ul style="list-style-type: none"> <li>How do leaders reinforce the 7 Habits?</li> <li>How will you reinforce the 7 Habits with your team?</li> </ul>		●	●
<b>Hidden Potential</b>	<i>The 4 Essential Roles®</i>	 5 minutes	Violin virtuoso Joshua Bell played in a crowded subway station during morning rush hour—and hardly anyone noticed. As leaders, we must look past the hustle and bustle of the everyday to see hidden potential and talent.		●	●
<b>Law of the Harvest:</b> Principles of Long-Term Success	<i>7 Habits</i>	 10 minutes	This video applies the timeless lessons of the farm to the challenge of achieving great results for both the long and short term. <ul style="list-style-type: none"> <li>Think beyond the short term.</li> <li>Become principle-oriented.</li> </ul>	●	●	●
<b>Mary Kay:</b> Implement the 7 Habits	<i>7 Habits Leader Implementation</i>	 6 minutes	In this video, we see how the Shanghai office of Mary Kay implemented the 7 Habits and integrated these foundational beliefs and value system into their culture. <ul style="list-style-type: none"> <li>Incorporate the 7 Habits into the organization.</li> </ul>		●	●
<b>Maturity Continuum®:</b> Private Victory Precedes Public Victory	<i>7 Habits® Signature 4.0</i>	 5 minutes	This instructional video introduces the Maturity Continuum, explaining the levels of maturity, the 7 Habits, and the Private and Public Victories. <ul style="list-style-type: none"> <li>Become highly effective as you practice and master the 7 Habits.</li> </ul>	●	●	●
<b>Minera Del Norte:</b> Commit to the 7 Habits	<i>7 Habits Leader Implementation</i>	 7 minutes	This video shows the impact both professionally and personally of implementing the 7 Habits in an organization. <ul style="list-style-type: none"> <li>Understand the impact of implementing the 7 Habits.</li> </ul>		●	●
<b>Principles Govern:</b> You Are Not in Control. Principles Control	<i>7 Habits® Signature 4.0</i>	 7 minutes	Principles are timeless and universal. This video shows that you may control your actions, but the consequences of those actions are controlled by principles. You can't fake the realities of principles. <ul style="list-style-type: none"> <li>Realize that principles are constant.</li> <li>Practices may come and go, but effective practices are based on sound principles that never change.</li> </ul>	●	●	●
<b>Race to the Pole:</b> How to (and How Not to) Lead a Team to Victory	<i>The Speed of Trust®</i>	 10 minutes	The epic 1911 race between two teams to reach the South Pole first teaches many lessons on how to create a winning team—and how not to. <ul style="list-style-type: none"> <li>Focus on actions most likely to produce results.</li> <li>Develop a team spirit.</li> </ul>		●	●
<b>Self Trust</b>	<i>The 4 Essential Roles®</i>	 7 minutes	If you can't trust yourself, you can't expect others to trust you. Author Stephen M. R. Covey illustrates how trust begins with the 4 Cores of Credibility.		●	●

## STRATEGIC LEADERSHIP (CONTINUED)

TITLE	COURSE	DURATION	OBJECTIVES	PEP	AAP	AAP+
<b>Shea Homes: Leader Commitment</b>	<i>7 Habits Leader Implementation</i>	 6 minutes	This video shows the impact both professionally and personally of implementing the 7 Habits in an organization. <ul style="list-style-type: none"> <li>Understand the impact of implementing the 7 Habits.</li> </ul>		●	●
<b>The 4 Essential Roles of a Leader</b>	<i>The 4 Essential Roles®</i>	 4 minutes	Being a leader isn't simply a position: it's a choice you make. Learn more about the 4 Essential Roles of Leadership and how framing your daily activities and decisions around these goals ensures success for your team.		●	●
<b>The Change Model</b>	<i>The 6 Critical Practices™</i>	 6 minutes	Although we all have the ability to change our behavior, we rarely ever do. As you understand the change model, you can help people work through short-term turbulence so they can get to longer-term benefits of the change.		●	●
<b>The Dabbawalas</b>	<i>The 4 Essential Roles®</i>	 7 minutes	How do you deliver 5,000 hot lunches daily in a city with millions of people, using only limited resources? The Dabbawalas of Mumbai have done it for more than a century, becoming a model of an effective process that is the envy of the modern world.		●	●
<b>The Goose and the Golden Egg: Balancing Short- and Long-Term Thinking</b>	<i>7 Habits</i>	 11 minutes	Dr. Stephen R. Covey defines what effective people do differently: they get results now in ways that ensure that they can keep getting good results tomorrow. <ul style="list-style-type: none"> <li>Think beyond the short term.</li> <li>Avoid sacrificing the future for immediate gains.</li> </ul>	●	●	●
<b>The Need for a Strategic Narrative</b>	<i>The 4 Essential Roles®</i>	 4 minutes	Knowing your strategy and being able to effectively communicate your strategy are two different things. If you can't help others understand your strategic context clearly and briefly, you may fail to get the help you need to accomplish your greatest goals.		●	●
<b>We Choose to Go to the Moon</b>	<i>The 4 Essential Roles®</i>	 4 minutes	In this historic 1962 speech, President John F. Kennedy lays out an inspiring vision of space exploration. His bold declaration that the United States would go to the moon before the end of the decade is credited with kicking off an era of unprecedented innovation.		●	●
<b>Western Digital: Build a Highly Effective Team</b>	<i>7 Habits Leader Implementation</i>	 8 minutes	This video shows how a highly effective team that has the 7 Habits as their operating system responded during a crisis. <ul style="list-style-type: none"> <li>Prepare your team for the future.</li> <li>Make the 7 Habits your operating culture.</li> </ul>		●	●
<b>What Is Culture?</b>	<i>The 4 Essential Roles®</i>	 3 minute	Culture is a function of a leader's credibility. In this video you will learn more about what culture is and what it takes to influence the culture around you.		●	●
<b>Wooden: What Great Leaders are Made Of</b>	<i>7 Habits for Managers®</i>	 9 minutes	With a string of victories unequalled in decades, John Wooden of UCLA has been called the "greatest basketball coach of all time." Here Wooden teaches the principles of great leadership. <ul style="list-style-type: none"> <li>Develop the leadership qualities of character and genuine concern for people.</li> <li>Pay the price of excellence.</li> </ul>		●	●

## TALENT DEVELOPMENT

	TITLE	COURSE	DURATION	OBJECTIVES	PEP	AAP	AAP+
EXCELERATORS	<b>Practice 2:</b> Hold Regular 1-on-1s	<i>6 Critical Practices™</i>	 30 minutes	How leaders interact with team members significantly impacts engagement levels. Every interaction leaders have with their team members affects how those team members choose to volunteer their efforts and energies. Regular 1-on-1s, when done well, can help release the highest talents and contributions of each individual.		●	●
	<b>Unleashing Your Team's Talent:</b> Three Conversations Essential for Growing Your Team	<i>Great Leaders, Great Teams, Great Results</i>	 60 minutes	To unleash this new generation's talent and get results, leaders must have a new mindset, skillset, and toolset. <ul style="list-style-type: none"> <li>Learn how to consistently achieve goals through proven processes.</li> <li>Engage in meaningful conversations that enable team members to contribute their talent to the organization's needs.</li> </ul>		●	●
FRANKLINCOVEY INSIGHTS	<b>Emma Brandon:</b> Empowering Ourselves to Succeed	<i>Great Leaders, Great Teams, Great Results</i>	 10 minutes	Named "Britain's Best Boss," Emma Brandon is an ordinary nursing supervisor who empowered her staff to give their highest and best efforts. <ul style="list-style-type: none"> <li>Empower one another to succeed.</li> <li>Understand the talents and capacities of others.</li> </ul>		●	●
	<b>Light the Fire:</b> Coaching Others to Ignite Their Potential	<i>7 Habits Managers®</i>	 5 minutes	Good coaching means more than just passing on skills—it's also helping others see their own potential. Dr. Stephen R. Covey tells about the person who ignited his self-confidence and purpose in life. <ul style="list-style-type: none"> <li>Build the confidence of others.</li> <li>Leverage your potential.</li> </ul>		●	●
	<b>Get Better:</b> See The Tree, Not Just The Seedling	<i>Get Better</i>	 4 minutes	Are you quick to decide that someone doesn't have what it takes? Work to recognize potential in others and encourage them to reach it.	●	●	●
	<b>Teacher:</b> Seeing the Potential in Ourselves and Others	<i>Great Leaders, Great Teams, Great Results</i>	 15 minutes	The moving story of two disabled women who refused to believe in their limitations and together made great and enduring contributions to the world. <ul style="list-style-type: none"> <li>Create a climate where you can give your best.</li> <li>Leverage your potential.</li> </ul>		●	●
	<b>The Call Center:</b> You Can Transform the Roles You Serve	<i>The 5 Choices®</i>	 5 minutes	A look at how one frontline employee transformed his role at work. <ul style="list-style-type: none"> <li>Learn how to transform your role to make a difference.</li> </ul>	●	●	●
	<b>Whole-Person Paradigm:</b> Unleashing the Full Capacity of People	<i>Great Leaders, Great Teams, Great Results</i>	 9 minutes	Most people have much more talent to contribute than their jobs require. Dr. Stephen R. Covey explains how to unleash the unlimited capacity of every person on the team. <ul style="list-style-type: none"> <li>Capitalize on your talents and skills.</li> <li>Empower yourself to give your best to the team.</li> </ul>		●	●

## TEAM BUILDING

	TITLE	COURSE	DURATION	OBJECTIVES	PEP	AAP	AAP+
EXCELERATORS	<b>The Diversity Advantage:</b> Leveraging Differences at Work for Great Results	<i>Diversity</i>	 60 minutes	Create a workplace that views each employee as unique and able to make an irreplaceable contribution. <ul style="list-style-type: none"> <li>Increase understanding and gain deeper trust while communicating more productively.</li> <li>Achieve higher levels of collaboration and increase creativity and innovation.</li> </ul>		●	●

## TEAM BUILDING (CONTINUED)

	TITLE	COURSE	DURATION	OBJECTIVES	PEP	AAP	AAP+
EXCELERATORS	<b>Unconscious Bias Part 2:</b> Cultivate Connections (2.0)	<i>Unconscious Bias: Understanding Bias to Unleash Potential™</i>	 30 minutes	Only when we cultivate meaningful connections can we see past bias and value the people around us. Cultivating connections requires balancing empathy and curiosity. <ul style="list-style-type: none"> <li>Use curiosity and empathy to hear and value diverse perspectives.</li> </ul>	●	●	●
	<b>All of Us</b>	<i>Unconscious Bias: Understanding Bias to Unleash Potential™</i>	 5 minutes	Often, we see those around us in terms of preconceived notions of identity. What happens when we get past those biases and understand what we have in common? <ul style="list-style-type: none"> <li>Find connections with people you may have thought of as different.</li> </ul>	●	●	●
FRANKLINCOVEY INSIGHTS	<b>It Takes Everyone:</b> The Importance of Ensuring Everyone on a Team is Engaged	<i>Introduction to Project Management Essentials</i>	 3 minutes	Understand the importance of accountability and engagement in a fun way! <ul style="list-style-type: none"> <li>Hold each other accountable.</li> <li>Increase engagement.</li> </ul>	●	●	●
	<b>Mauritius:</b> Build a Great Team by Leveraging Diversity	<i>7 Habits®</i>	 16 minutes	The island nation of Mauritius is home to an incredibly diverse population, yet they have built a harmonious culture that benefits from the best they all have to give. <ul style="list-style-type: none"> <li>Support equal and fair treatment for everyone.</li> <li>Value diverse perspectives.</li> </ul>	●	●	●
	<b>More Than You See</b>	<i>Unconscious Bias: Understanding Bias to Unleash Potential™</i>	 3 minutes	A workplace free of bias is a workplace where people can bring their best selves. Are you contributing to such a workplace? <ul style="list-style-type: none"> <li>Recognize and value the abilities of all those around you.</li> </ul>	●	●	●
	<b>Organizational Trust:</b> Continuously Improving Team Processes	<i>The Speed of Trust®</i>	 7 minutes	A discouraged team of surgeons learns from an unexpected source how to transform their work processes and save lives. <ul style="list-style-type: none"> <li>Adopt a continuous-improvement mentality.</li> <li>Learn quickly how to solve new problems.</li> </ul>		●	●
	<b>Get Better:</b> Take Stock Of Your Emotional Bank Accounts	<i>Get Better</i>	 4 minutes	Are you at risk of being overdrawn or even bankrupt in any of your relationships? Aspire to invest consistently in your important relationships.	●	●	●
	<b>Get Better:</b> Wear Glasses That Work	<i>Get Better</i>	 6 minutes	Have you ever discovered that your "truth" wasn't so true after all? To improve work relationships, be willing to explore other perspectives.	●	●	●

## TRUST/INTEGRITY

	TITLE	COURSE	DURATION	OBJECTIVES	PEP	AAP	AAP+
EXCELERATORS	<b>Leading at the Speed of Trust Part 1:</b> The Case for Trust (2.0)	<i>The Speed of Trust®</i>	 30 minutes	Understand the impact of trust on cost and speed. Build your own personal case for why you can be trusted.		●	●

## TRUST/INTEGRITY (CONTINUED)

	TITLE	COURSE	DURATION	OBJECTIVES	PEP	AAP	AAP+
EXCELERATORS	<b>Leading at the Speed of Trust Part 2:</b> Self Trust (2.0)	<i>The Speed of Trust®</i>	 30 minutes	<p>Improve personal effectiveness and productivity by increasing trust.</p> <ul style="list-style-type: none"> <li>Avoid the costs of low trust and build self-confidence.</li> <li>Restore trust with others and act with integrity.</li> </ul>		●	●
	<b>Leading at the Speed of Trust Part 3:</b> Relationship Trust (2.0)	<i>The Speed of Trust®</i>	 30 minutes	<p>Build trust within a team and improve overall results.</p> <ul style="list-style-type: none"> <li>Resolve conflicts, empower others, and improve business relationships.</li> <li>Achieve business results through increased trust.</li> </ul>		●	●
	<b>Leading at the Speed of Trust Part 4:</b> Organizational Trust (2.0)	<i>The Speed of Trust®</i>	 30 minutes	<p>Enable your team to succeed by increasing trust within your organization.</p> <ul style="list-style-type: none"> <li>Leverage trust within work teams and organizations.</li> <li>Learn processes for how to align internal systems.</li> </ul>		●	●
	<b>Leading at the Speed of Trust Part 5:</b> Market and Societal Trust (2.0)	<i>The Speed of Trust®</i>	 30 minutes	<p>Make a difference on a broader range as the trust you build in yourself, your relationships, and your organization ripples across the market and even into society. In this module, you will see how your behavior can affect a grander scale.</p>		●	●
	<b>Orientation to Inspire a Culture of Trust (2.0)</b>	<i>The 4 Essential Roles®</i>	 15 minutes	<p>This module includes a trailer video and some prework to prepare participants to attend a live, online, or the OnDemand modules for the <i>Inspire a Culture of Trust</i> course.</p>		●	●
	<b>The 4 Essential Roles Part 2:</b> Inspire a Culture of Trust (2.0)	<i>The 4 Essential Roles®</i>	 30 minutes	<p>Credible leaders have both character and competence, and they shape a culture of high trust. Your leadership credibility depends on whether you consciously work to improve your character and competence.</p>		●	●
FRANKLINCOVEY INSIGHTS	<b>Unconscious Bias Part 1:</b> Identify Bias (2.0)	<i>Unconscious Bias: Understanding Bias to Unleash Potential™</i>	 30 minutes	<p>Identifying bias is the first step to addressing damaging biases—conscious or unconscious. Bias exists in everyone because of how our brains work. As a result, we each need to be aware of our biases and how they impact the decisions we make. Building knowledge of the common circumstances that lead to biased thinking helps us recognize bias in action.</p> <ul style="list-style-type: none"> <li>Understand our inherent biases and recognize their impact on behavior and results.</li> </ul>	●	●	●
	<b>Get Better:</b> Behave Your Way To Credibility	<i>Get Better</i>	 5 minutes	<p>Have you ever tried to talk your way out of a problem you've behaved yourself into? It doesn't work. Instead, you must act with high character and competence to earn trust.</p>	●	●	●
	<b>Counterfeiting Your Culture</b>	<i>The 4 Essential Roles®</i>	 5 minutes	<p>A leader's behavior has massive impact on their team or organization's culture, good or bad. It is vital that leaders leverage high-trust behaviors to impact their culture positively.</p>		●	●
	<b>Credibility:</b> The Impact of Personal Credibility	<i>The Speed of Trust®</i>	 4 minutes	<p>In this video, you'll see an illustration of the powerful and potentially lasting impact personal credibility has on the lives of others.</p> <ul style="list-style-type: none"> <li>Observe the importance and impact of personal credibility.</li> </ul>		●	●

## TRUST/INTEGRITY (CONTINUED)

	TITLE	COURSE	DURATION	OBJECTIVES	PEP	AAP	AAP+
FRANKLINCOVEY INSIGHTS	<b>Emotional Bank Account:</b> Little Things Add Up to Big Things	<i>7 Habits® Signature 4.0</i>	 7 minutes	The Emotional Bank Account (EBA) represents the amount of trust in a relationship. In this video Dr. Covey gives examples of deposits to the EBA, which build and repair trust. He also presents withdrawals, which break down and lessen trust in relationships. <ul style="list-style-type: none"><li>Strengthen relationships and improve communication by making deposits into the Emotional Bank Account.</li><li>Avoid withdrawals that damage relationships and hamper communication.</li></ul>	●	●	●
	<b>Emotional Bank Account:</b> Little Things Add Up to Big Things	<i>7 Habits® Signature 4.0</i>	 7 minutes	The Emotional Bank Account (EBA) represents the amount of trust in a relationship. In this video Dr. Covey gives examples of deposits to the EBA, which build and repair trust. He also presents withdrawals, which break down and lessen trust in relationships. <ul style="list-style-type: none"><li>Strengthen relationships and improve communication by making deposits into the Emotional Bank Account.</li><li>Avoid withdrawals that damage relationships and hamper communication.</li></ul>	●	●	●
	<b>Get Better:</b> Examine Your Real Motives	<i>Get Better</i>	 5 minutes	Have you unintentionally created a hidden agenda? Commit to establish clear intentions that lead to positive contributions.	●	●	●
	<b>Get Better:</b> Extend Trust	<i>Get Better</i>	 4 minutes	Is your natural tendency to trust, or to be suspicious? Work to give trust generously and with wisdom.	●	●	●
	<b>Extending Trust:</b> The Performance Multiplier	<i>The Speed of Trust®</i>	 5 minutes	Extending trust can multiply performance by engaging people's hearts and minds. <ul style="list-style-type: none"><li>Explore the multiplier effect of extending trust.</li></ul>		●	●
	<b>Get Better:</b> Get Your Volume Right	<i>Get Better</i>	 5 minutes	Have you ever had one of your go-to strengths start working against you? Learn to recognize when and how to "turn the dial down" on certain strengths.	●	●	●
	<b>Investment Advice:</b> How to Destroy Your Credibility	<i>The Speed of Trust®</i>	 4 minutes	This humorous video illustrates the high risk to your credibility when you live by anything less than the highest standards of business ethics. <ul style="list-style-type: none"><li>Act in line with organizational values.</li><li>Act with fairness and integrity.</li></ul>		●	●
	<b>Pizza Turnaround:</b> Improve Market Trust	<i>The Speed of Trust®</i>	 7 minutes	Take a look at the bold steps Domino's Pizza company took to restore trust with their customers. <ul style="list-style-type: none"><li>Understand how to improve your reputation with your stakeholders.</li></ul>		●	●
	<b>Propensity to Trust:</b> A Matter of the Heart	<i>The Speed of Trust®</i>	 6 minutes	A high propensity to trust can lead to improved results. <ul style="list-style-type: none"><li>Explore the benefits of creating a trust-based culture.</li></ul>		●	●

## TRUST/INTEGRITY (CONTINUED)

TITLE	COURSE	DURATION	OBJECTIVES	PEP	AAP	AAP+
<b>Relationship Trust:</b> 13 Ways to Strengthen Relationships	<i>The Speed of Trust®</i>	 6 minutes	More important than “Who do you trust?” is “Who trusts you?” Author Stephen M. R. Covey pinpoints 13 Behaviors that build trusting relationships. <ul style="list-style-type: none"> <li>• Build trust by demonstrating high levels of integrity.</li> <li>• Restore trust by being truthful and righting wrongs.</li> </ul>		●	●
<b>Restoring Trust (A):</b> Parts 1 and 2: Three Conditions for Restoring Trust	<i>The Speed of Trust®</i>	 11 minutes	Sam and Tim describe what they do to restore trust in their key relationships. <ul style="list-style-type: none"> <li>• Discover the consequences of losing the trust of a colleague or family member.</li> <li>• Learn how to regain trust after it has been lost.</li> </ul>		●	●
<b>Restoring Trust (B):</b> Parts 1 and 2: Three Conditions for Restoring Trust	<i>The Speed of Trust®</i>	 10 minutes	Andre and Fukumi describe the challenging process of restoring trust when it has been lost. <ul style="list-style-type: none"> <li>• Discover the consequences of losing the trust of a colleague or family member.</li> <li>• Learn how to regain trust after it has been lost.</li> </ul>		●	●
<b>See-Speak-Behave:</b> The Three Dimensions of Trust	<i>The Speed of Trust®</i>	 5 minutes	The See-Speak-Behave model is a simple, practical pattern to create trust in three interdependent dimensions. <ul style="list-style-type: none"> <li>• Learn how the See-Speak-Behave model will help you create trust.</li> </ul>		●	●
<b>Self Trust:</b> How to Build Personal Credibility	<i>The Speed of Trust®</i>	 9 minutes	If you can't trust yourself, you can't expect others to trust you. Author Stephen M. R. Covey illustrates how trust begins with 4 Cores of Credibility. <ul style="list-style-type: none"> <li>• Demonstrate good will and integrity.</li> <li>• Develop a track record of consistently good results.</li> </ul>		●	●
<b>The Three Bias Traps</b>	<i>Unconscious Bias: Understanding Bias to Unleash Potential™</i>	 5 minutes	There are three common circumstances that cause the brain to take shortcuts that lead to biased behavior. These bias traps are at the root of most common biases. <ul style="list-style-type: none"> <li>• Recognize the three bias traps and learn how to prevent them in your own life.</li> </ul>	●	●	●
<b>The Critical Leadership Competency:</b> Trust	<i>The Speed of Trust®</i>	 4 minutes	Trust is an asset you can create and far faster than you thought possible. <ul style="list-style-type: none"> <li>• Learn how Trust is the defining skill that can transform you from a manager to a leader.</li> </ul>		●	●
<b>The High Cost of Low Trust:</b> The Impact of Ethics on the Workplace	<i>The Speed of Trust®</i>	 4 minutes	This video counts up the immense cost of a lack of integrity in the workplace, inspiring a closer look at organizational ethics and behavior. <ul style="list-style-type: none"> <li>• “Walk your talk” in living up to your values.</li> <li>• Show empathy and respect for others.</li> </ul>		●	●
<b>The Ripple Effect:</b> The Effects of a Strategy of Trust	<i>The Speed of Trust®</i>	 7 minutes	Consider how one company's trust strategy leads to widespread benefits. <ul style="list-style-type: none"> <li>• Observe how a trust strategy can have a ripple effect throughout an entire community.</li> </ul>		●	●

## TRUST/INTEGRITY (CONTINUED)

	TITLE	COURSE	DURATION	OBJECTIVES	PEP	AAP	AAP+
FRANKLINCOVEY INSIGHTS	<b>The Speed of Trust:</b> A Lack of Trust Impedes Progress	<i>The Speed of Trust®</i>	 7 minutes	<p>The current crisis of trust has increased costs for everyone. You can earn dividends from increasing trustworthiness.</p> <ul style="list-style-type: none"> <li>• Demonstrate integrity when confronted by ethical dilemmas.</li> <li>• Extend trust to others.</li> </ul>		●	●
	<b>Your Brain and Bias</b>	<i>Unconscious Bias: Understanding Bias to Unleash Potential™</i>	 5 minutes	<p>The way our brains work to process all of the information we encounter contributes to biased thinking.</p> <ul style="list-style-type: none"> <li>• Understand why we have biases and what we can do about them.</li> </ul>	●	●	●

## VISION/PURPOSE

	TITLE	COURSE	DURATION	OBJECTIVES	PEP	AAP	AAP+
EXCELERATORS	<b>Clarifying Your Team's Purpose and Strategy:</b> Aligning Employees to Achieve Success	<i>Great Leaders, Great Teams, Great Results</i>	 60 minutes	<p>Clarity at every level is critical to an organization's success. In this training, participants will gain a clear understanding of their purpose and how their job fits into their organization's strategy and mission.</p> <ul style="list-style-type: none"> <li>• Create a crystal-clear strategy for achieving team goals as they relate to the organization's mission and financial success.</li> </ul>		●	●
	<b>Introduction &amp; Practice 1:</b> Develop a Leader's Mindset	<i>6 Critical Practices™</i>	 30 minutes	<p>An introduction to the 6 Critical Practices and the concept of a leader's mindset, or the most effective way to see their role and responsibilities. Leaders must make critical mindset shifts to expertly lead their team to set and achieve goals that are in alignment with organizational priorities.</p>		●	●
FRANKLINCOVEY INSIGHTS	<b>80th Birthday:</b> Develop a Powerful Personal Mission	<i>7 Habits® Signature 4.0</i>	 7 minutes	<p>Developing a powerful personal mission in life helps us make better daily decisions and moves us in the right direction.</p> <ul style="list-style-type: none"> <li>• Think beyond the short term.</li> <li>• Embrace your personal mission.</li> </ul>	●	●	●
	<b>A.B. Combs:</b> Reinforce the 7 Habits	<i>7 Habits Leader Implementation</i>	 6 minutes	<p>This video shows how highly effective leaders create an environment where the 7 Habits are reinforced everywhere.</p> <ul style="list-style-type: none"> <li>• Learn about the 7 Habits as an operating system.</li> <li>• Create an operating system for your organization.</li> </ul>		●	●
	<b>Begin With the End in Mind:</b> Mental Creation Precedes Physical Creation	<i>7 Habits® Signature 4.0</i>	 5 minutes	<p>To Begin With the End in Mind® is to start every endeavor with a clearly defined outcome. It also means to determine your life's purpose. What outcomes do you want for your life? Keeping this in mind gives your actions purpose and meaning.</p> <ul style="list-style-type: none"> <li>• Define outcomes before you act and live by a Personal Mission Statement.</li> </ul>	●	●	●
	<b>Beginnings:</b> Real Change Comes From the Inside Out	<i>7 Habits® Signature 4.0</i>	 4 minutes	<p>Begin to live the 7 Habits today, even if it means just choosing one that is particularly appealing to work on. Don't give up. As you see progress, move to another area, and you will see immediate results.</p> <ul style="list-style-type: none"> <li>• Experience real change and exhilarating progress as you choose even just one habit, keep working on it, and then move to the others.</li> </ul>	●	●	●

## VISION/PURPOSE (CONTINUED)

TITLE	COURSE	DURATION	OBJECTIVES	PEP	AAP	AAP+
<b>Choices:</b> There is Power in Choosing	<i>The 5 Choices®</i>	 7 minutes	A compelling and hope-filled reflection on our power to choose. <ul style="list-style-type: none"> <li>Reflect upon their choices and how to become extraordinary.</li> </ul>	●	●	●
<b>Contribution:</b> Define Your Own Great Purpose at Work	<i>The Speed of Trust®</i>	 5 minutes	Based on <i>The 3rd Alternative</i> by Stephen R. Covey, participants learn how to practice rapid prototyping and countertyping to leverage the rich thinking of teams. <ul style="list-style-type: none"> <li>Apply the revolutionary discipline and creative power of 3rd Alternative teams, which will help generate exciting and unexpected solutions.</li> </ul>		●	●
<b>Discovery of a Character:</b> Find Passion and Purpose in Your Work	<i>7 Habits Managers®</i>	 15 minutes	Money problems had caused the great English writer Charles Dickens to lose heart—until he re-discovered the reason for his life's work. How do you find passion and purpose in your work? <ul style="list-style-type: none"> <li>Engage your passion and sense of purpose.</li> <li>Embrace your personal mission.</li> </ul>	●	●	●
<b>Extraordinary Roles:</b> Transform Your Roles, Transform Your Life	<i>The 5 Choices®</i>	 7 minutes	A discussion of how we can transform our lives by transforming our roles. Includes commentary by Dr. Heidi Halvorson and Dr. Dean Collinwood. <ul style="list-style-type: none"> <li>Define the few most important roles in life today that must receive our finest effort.</li> </ul>	●	●	●
<b>Landfill Harmonic:</b> Use the Ordinary to Create Something Exceptional	<i>7 Habits® Signature 4.0</i>	 7 minutes	When people with vision and purpose recycle garbage to create musical instruments, a community of children benefit from this synergistic phenomenon and learn to perform beautiful music. Synergy is possible even when conditions are bleak. <ul style="list-style-type: none"> <li>Create something exceptional from something quite ordinary.</li> <li>Value the potential of different people.</li> </ul>	●	●	●
<b>Live, Love, Learn, Leave a Legacy:</b> Identifying Your Values	<i>7 Habits®</i>	 5 minutes	Great teams live by a strong set of values. This inspiring video helps people define the values that enable them to succeed individually and as a team. <ul style="list-style-type: none"> <li>Define a set of core values.</li> <li>"Walk the talk."</li> </ul>	●	●	●
<b>Masterpiece:</b> Bring It to Life: Bring Your Best Creation to Life	<i>7 Habits® Signature 4.0</i>	 5 minutes	If life were a painting and you were the artist what masterpiece would you create? With vibrant color and detail, this video inspires you to imagine your life's creation and then make it happen—bring it to life. <ul style="list-style-type: none"> <li>Define what they want from their careers.</li> <li>Maximize their opportunities.</li> </ul>	●	●	●
<b>Get Better:</b> Play Your Roles Well	<i>Get Better</i>	 5 minutes	Does success in one area of your life ever come at the expense of another? Make sure to identify your most critical roles and the contribution you want to make in each one.	●	●	●
<b>Roots of Effectiveness:</b> Cultivate the Roots	<i>7 Habits® Signature 4.0</i>	 5 minutes	Effectiveness is rooted in character and is a process of growth and development. Just as a majestic tree has a strong root system, being truly effective depends on the strength of your character—your roots. <ul style="list-style-type: none"> <li>To become effective, work on building your character.</li> <li>Start on the inside and work outward.</li> </ul>	●	●	●

## VISION/PURPOSE (CONTINUED)

	TITLE	COURSE	DURATION	OBJECTIVES	PEP	AAP	AAP+
FRANKLINCOVEY INSIGHTS	<b>The Art of Transformation:</b> How You See Yourself Matters	<i>The 5 Choices®</i>	 7 minutes	A look at how a teenage “rebel” transformed his life by changing how he saw himself. <ul style="list-style-type: none"> <li>Discover how a role can be transformed from ordinary to extraordinary.</li> </ul>	●	●	●
	<b>Tony's Reality:</b> The Project Management Framework	<i>Introduction to Project Management Essentials</i>	 4 minutes	This video introduces Tony as he is assigned to a new, daunting project. It also serves as an introduction to the Project Management Framework. <ul style="list-style-type: none"> <li>Learn a framework to improve your project management.</li> </ul>	●	●	●
	<b>Transformation:</b> Change Begins With You	<i>7 Habits® Signature 4.0</i>	 7 minutes	Change begins with you. Once you find your voice, share it with others to inspire change and create new opportunities. <ul style="list-style-type: none"> <li>Discover how you initiate change and influence others to contribute to create endless possibilities.</li> </ul>	●	●	●
	<b>What's at Stake</b>	<i>The 5 Choices®</i>	 4 minutes	A brief motivational montage that asks what our world would be like without the great contributions of the past... and the future! <ul style="list-style-type: none"> <li>Reflect on what's at stake due to the choices we make.</li> </ul>	●	●	●