FranklinCovey

The 7 Habits of Highly Effective People®

The World's Most Influential Training Program of All Time

Developed and delivered by FranklinCovey – the world's most trusted authority in Leadership Development and Cultural Transformation.

The 7 Habits of Highly Effective People®

TIMELESS PRINCIPLES OF EFFECTIVENESS FOR LIFE-CHANGING TRANSFORMATION

''The 7 Habits'' embodies UNIVERSAL VALUES and TIMELESS PRINCIPLES of HUMAN EFFECTIVENESS, empowering individuals to TRANSFORM THEMSELVES and CHANGE THEIR LIVES.

"For individuals, The 7 Habits of Highly Effective People® is not merely a world-renowned program to gain knowledge and skills — it is a Transformational Journey toward self-mastery and personal growth.

For teams and organizations, The 7 Habits® is a uniquely powerful solution for cultural transformation and team development, enabling the creation of a high-performance culture and the building of a winning team.

Dr. Gian Tu Trung
Author of "Dung viec – Mot goc nhin ve cau chuyen khai minh"

The 7 Habits of Highly Effective People®

A Masterpiece in the Training Industry

- Three decades after its launch, The 7 Habits of Highly Effective People® training program has become a true masterpiece in the global training industry and has been recognized as the world's most influential training program of all time. Its creator, Stephen R. Covey, was honored by Time magazine as one of the 25 most influential Americans of the 20th century.

- The book The 7 Habits of Highly Effective People®, translated into more than 50 languages with over 40 million copies sold, has also become the best-selling and most influential business book of all time. Even today, more than 30 years later, because it is grounded in universal values and timeless principles, the book continues to appear on "All-Time Best Seller" lists across major bookstores worldwide.

- The 7 Habits solution has empowered leadership development and cultural transformation for hundreds of millions of people in 167 countries. Today, more than 90% of Fortune 100 companies and 75% of Fortune 500 companies have chosen The 7 Habits of Highly Effective People® to strengthen leadership and transform their teams.

The 7 Habits of Highly Effective People® - Version 5.0

A Strategic Breakthrough for a New Era

If Version 4.0 introduced a powerful "effectiveness operating system" for individuals and organizations, Version 5.0 represents the next strategic evolution — building a comprehensive ecosystem of learning, transformation, and growth for everyone.

Continuing more than four decades of global impact, FranklinCovey officially unveils Version 5.0 — a transformative leap that harnesses the power of technology and reimagines how people learn and grow in today's dynamic world.

Key advancements in Version 5.0 include:

More concise, visual, and accessible

The timeless principles of The 7 Habits are now presented in a clearer, more engaging way, making them easier to be grasped and applied across all roles in life and levels in organizations.

A guided transformation journey

Beyond "knowing," learners are empowered to move toward "living" and ultimately "being" through targeted practices and real-world application, supported consistently over time.

Technology-enhanced learning experience

Participants can learn anytime, anywhere, and in the way that best suits their needs, ensuring continuous engagement and sustainable impact.

Designed for all generations and roles

To make The 7 Habits accessible to everyone, the content, structure, and delivery have been significantly modernized to meet the expectations of today's learners.

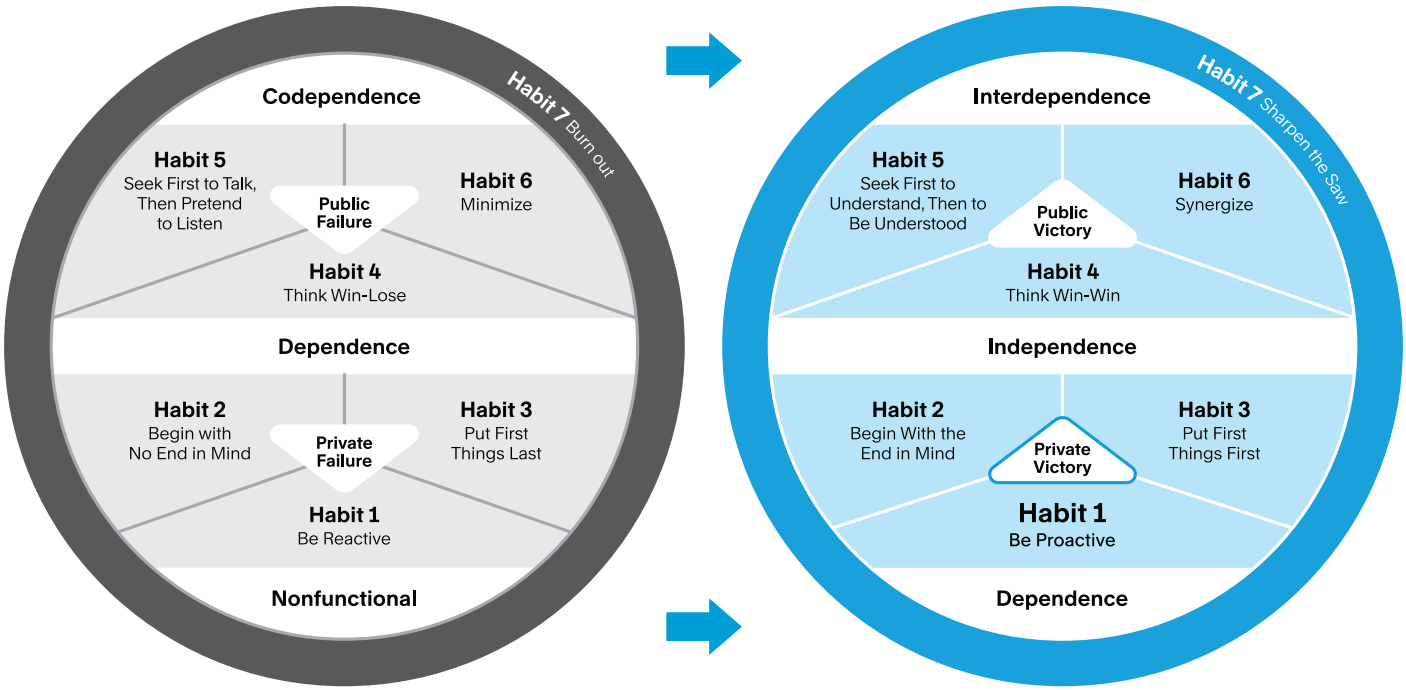
→ Version 5.0 is a strategic breakthrough that cultivates a holistic ecosystem of learning, transformation, and sustainable growth for every individual and every organization.

The 7 Habits of Highly Effective People®

A Profound and Holistic Transformation Journey

- The 7 Habits is founded on Universal Values and Timeless Principles of effectiveness, enabling individuals to undergo a deep transformation — from living by instinctive, reactive habits to embracing a new, sustainable paradigm of effectiveness.
- This is not merely a course to acquire knowledge or skills. It is a transformational learning journey that reshapes the way people think, act, and lead.

Transformation Journey



The Immaturity Continuum

The Maturity Continuum

The 7 Habits Impact Journey

An integrated pathway that empowers participants to not only **learn** the 7 Habits - but to **live** them.

PREPARE (10 days)	**LEARN & PRACTICE** (2 days)	**LIVE** (ongoing)
7 Habits Assessment	7 Habits Work Session	• Complete the 7 x 7 Contract • 7 Habits Card and tools

Participant kit

The 7 Habits Learning Journey

Pre-assessment

- Before the work sessions start, participants will complete an online assessment to reflect on their current effectiveness level. The assessment will be administered through FranklinCovey's online system and tools.
- Assessment completion period: 5 days

Work Sessions

- The program is taught in 2 days, 2 sessions/ day and 4 hours/ session:
  - 20+ engaging videos thoughtfully produced by FranklinCovey
  - A 172-page Participant guide designed with various application exercises and tools
  - Resources empowering participants to live the 7 Habits:
    - Participant/facilitator guide
    - Habit cards
    - Practice cards
    - Tools
    - 7H Summary
    - 7H Self-Reflection

Living the 7 Habits

- After the 2-day work sessions, participants will take their own responsibility to broaden their insights into the "7 Habits" via application tools provided by the program:
  - 7 x 7 Contract: Designed with daily guidelines, as a self-commitment tool to maintain the "7 Habits".
  - 7 Habits Post-assessment (Optional): Provided to participants after 03 months from the work sessions to assess the improvements which the work sessions mand their "Living the 7 Habits" implementation bring about.

The 7 Habits of Highly Effective People®

Unlock Potential. Elevate Effectiveness.

Foundations®

Private Victory®

- **Habit 1:** Be Proactive®
- **Habit 2:** Begin With the End in Mind®
- **Habit 3:** Put First Things First®

Public Victory®

- **Habit 4:** Think Win-Win®
- **Habit 5:** Seek First to Understand, Then to Be Understood®
- **Habit 6:** Synergize®

Renewal

- **Habit 7:** Sharpen the Saw®

Living the 7 Habits

Content

"THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE"

Habit	Participants will be able to
Habit 1: Be Proactive®	• **Pause and Respond:** Apply strategies to expand the space between stimulus and response, allowing for more intentional action. • **Focus on Your Circle of Influence®:** Embrace the power of choice by focusing on what you can control, with increased awareness of mental health and emotional resilience. • **Use Proactive Language:** Reinforce a growth-oriented mindset with empowering language that reflects initiative and responsibility.
Habit 2: Begin With the End in Mind®	• **Define Outcomes Before Acting:** Always begin with a clear sense of purpose and direction-know why you're doing something and what you aim to achieve before taking action. • **Create and Live by a Personal Mission Statement:** Follow a guided reflection process to define your values, vision, and purpose, forming the foundation for effective living.
Habit 3: Put First Things First®	• **Focus on Priorities and Eliminate the Unimportant:** Engage in practical tools and group activities that help reduce distractions and focus on high-impact work. • **Plan Every Week:** Use the Big Rocks framework in a universally relatable format to align weekly planning with your true priorities. • **Stay True in the Moment of Choice:** Apply strategies to stay focused and accountable-even in moments of stress, pressure, or digital distraction.

Habit	Participants will be able to
Habit 4: Think Win-Win®	• **Transition Activity:** Reconnect learners with a guided reflection that marks the shift from self-leadership to building successful relationships with others. • **Emotional Bank Account and Abundance Mentality:** Build trust by engaging in real-time actions that strengthen relationships, and shift from a scarcity mindset to one of shared success. • **Balance Courage and Consideration:** Practice how to speak up with confidence while genuinely listening and valuing others' perspectives. • **Consider Other People's Wins as Well as Your Own:** Learn how to create agreements and solutions where everyone benefits, not just one side—demonstrated through relatable examples.
Habit 5: Seek First to Understand, Then to Be Understood®	• **Practice Empathic Listening:** Learn how to listen with empathy using structured techniques and helpful phrases. • **Respectfully Seek to Be Understood:** Apply a communication tool that helps you express your views clearly—using head, heart, and credibility.
Habit 6: Synergize®	• **Value Differences:** Discover how diverse backgrounds, viewpoints, and strengths can lead to better outcomes by watching how real teams overcome differences to work effectively together. • **Seek 3rd Alternatives:** Learn a practical approach to solving tough problems by moving beyond either/or thinking—and co-creating a better solution that works for everyone involved.
Habit 7: Sharpen the Saw®	• **Invest in the Whole Person:** Continuously renew and rebalance all four dimensions of life: body, heart, mind, and spirit to sustain long-term effectiveness and well-being.

Are the 7 Habits® as relevant today as they were when they were first created?

Absolutely, they are more relevant than ever before.

The greater the change, the more difficult the challenges, the more relevant the 7 Habits become. Why? Because they are based on principles of effectiveness that endure.

- Stephen R. Covey

The 7 Habits effect

A Legacy of Results

The 7 Habits unleashes meaningful growth across all levels, aligning timeless principles with today's workplace.

Industry	Results
Market-leading construction company of safety and specialty services.	• Grew company from $600 million to $6 billion within ten years • Created a culture of building great leaders at every level • Cultivated an industry-wide reputation for their leadership development program
Global digital storage solution company.	• Saved 38,000 jobs after a devastating natural disaster • Spent $200 million on facility repairs instead of the estimated $1 billion • Within one year, claimed top position in the market • Took gross margins from 20% to 30% • Acquired a top competitor • Trained over 2,500 employees
American homebuilder with nearly 150 years of business.	• Grew customer referral rates 4 times the national average • Improved homes without defects from 13% to 90% • Raised customer satisfaction to the highest in years
Manufacturing and engineering company with over 30 years of experience.	• Contributed the largest revenue growth to the company • Sustained 90% employee engagement score • Improved employee retention by 20% • Empowered employees to be proactive in their professional and personal lives

The 7 Habits of Highly Effective People has changed millions of people's lives. Read about the effect the 7 Habits has had on our customers.

"Very helpful training that is relevant to the challenges we face daily as leaders. Next level ideas to promote best in class leaders!"

– The 7 Habits Participant, Real Estate

"From someone who has facilitated The 7 Habits for 30 years, I am impressed with the update to the material. It has a more global feel to it, so the mixed audience I have will all be able to relate to the material and video clips."

– Ron Peyton, Organizational Development Manager

"The 7 Habits of Highly Effective People is a program that is really meant for everybody. It's not exclusionary to someone who's just a people leader or at the upper levels of management or leadership. At APi, we really believe that everybody can be a leader, and The 7 Habits of Highly Effective People just helps anybody at any level in the company come to a course experience to become a better version of themselves. The accessibility is really one of the key ingredients there."

– Bob Randall, Vice President, Learning And Development, APi Group

"My learning experience with the FranklinCovey 7 Habits of Highly Effective People was truly transformative. The session equipped me with valuable tools for personal and professional growth and fostered a deep understanding of effective habits that have reshaped my approach to life. I appreciate the practical insights and real-world applications that make this program an exceptional journey of self-discovery and continuous improvement."

– Tracy Lamoureux, Learning and Development Manager, Birchwood Automotives

"Fantastic tools to make impactful changes in our lives. Simple but effective. I would like to dive further into each of the habits. Great videos, guide, etc. Thank you!"

– The 7 Habits Participant, Technology

"Great training and very worthwhile to enhance work/life balance and quality of life and a perspective changer for both professional and personal growth!"

– The 7 Habits Participant, Government

> Our vision is to profoundly impact billions of people.
> You are one of those people.
>
> - FranklinCovey

FranklinCovey

FranklinCovey is the world leader in leadership development and cultural transformation with life-changing & timeless contents and impactful way of learning.

With the mission "We Enable Greatness in People and Organizations Everywhere", FranklinCovey has been helping organizations develop exceptional leaders and winning cultures through training, consulting, and coaching. We are serving clients in more than 160 countries, including 75% of The Fortune 500.

FranklinCovey Vietnam (a member of PACE) is the exclusive partner in providing FranklinCovey's solutions for enterprises in Vietnam.

Our vision is to profoundly impact the way **billions of people** throughout the world live, **work, and achieve** their own great purposes.

OUR SIGNATURE SOLUTIONS

The solutions are built on universal values and principles, helping leaders at all levels develop leadership capabilities and transform their own cultures.

- The 7 Habits of Highly Effective People
- Leading at the Speed of Trust
- The 4 Essential Roles of Leadership — Transforms Good Leaders into Great Leaders
- 6 Critical Practices for Leading a Team
- Liz Wiseman's Multipliers — How the Best Leaders Ignite Everyone's Intelligence
- Inclusive Leadership
- Change — Leading People Through Change
- The 5 Choices to extraordinary productivity
- Project Management for the Unofficial Project Manager
- Leading Customer Loyalty
- Unconscious Bias
- The 4 Disciplines of Execution

DEVELOP YOUR LEADERS | BUILD A WINNING CULTURE | CREATE BREAKTHROUGH RESULTS

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