

We are  
FranklinCovey.



**Imagine a time** in the not-so-distant future, where everyone—around the world—recognizes FranklinCovey for who we are and the breakthrough results we help clients achieve.

This is the power and potential of our brand. Now is the time to take it to the next level so that everyone who should know, knows what we do and how we do it.

Our mission is ambitious, and our vision is clear. Fortunately, we have the greatest assembly of people working together to make it a reality. It will take all of us—collectively—to establish our brand promise. Every interaction we have, every product we build, and every sales call we make defines who we are and strengthens our brand value.

Let's choose to embrace the timeless stability of our brand and inform the world about what we do and why we should be their partner of choice.

This is our time, and we are FranklinCovey.

We are the most trusted  
leadership company in  
the world.

We help organizations  
achieve results that require  
collective behavior change.

Everything we do is designed to help our clients succeed in four key areas.

1

Develop **exceptional leaders** at every level.

2

Instill **habits of effectiveness** in every individual.

3

Build an inclusive, **high-trust culture**.

4

Use a **common execution framework** to pursue their most important goals.

A photograph of three mountaineers ascending a steep, snow-covered mountain peak. The climbers are silhouetted against a sky with soft, orange and blue hues from the setting or rising sun. They are connected by ropes, illustrating teamwork and collective effort. The image is framed by white, curved lines that create a sense of movement and flow.

# Collective Action

When organizations partner with us, their people change behavior—both individually and collectively—in ways that have a dramatic impact.

Together, they solve an organization's most pressing problems and achieve breakthrough results.

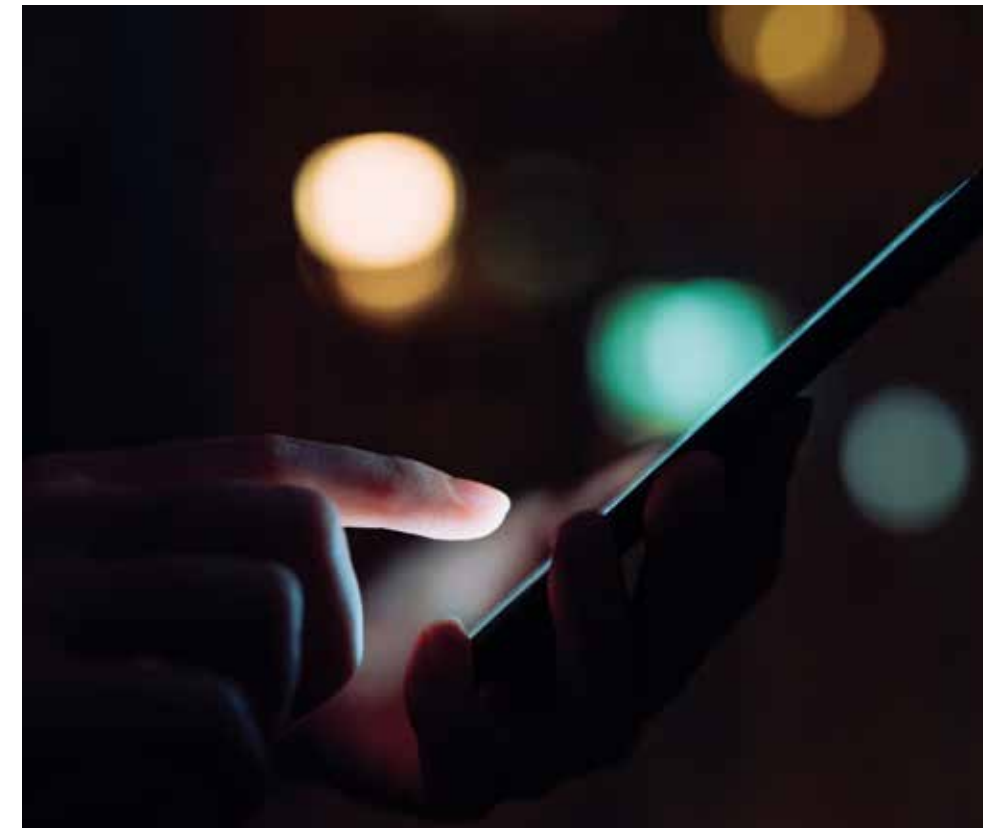


# We shift paradigms.

Lasting behavior change begins from the inside out—with who you are and how you see things. This translates into how you engage and lead others.

Our content, based on timeless principles of human effectiveness, is designed to help people change both their mindset and their behavior.





Content +  
People +  
Technology

We combine powerful content, a team of experts, a dynamic behavior change platform, and key metrics. Together, these guide leaders and teams through impact journeys that deliver exceptional results again and again.

# Most Trusted

Our brand is the collective experience our customers have—with our people, our solutions, our culture, and the feeling they have when they engage with us and achieve their most important outcomes.

Because of you, we are the most trusted leadership company in the world.

