Sponsor a school and invest in tomorrow’s leaders...today.

Twenty years of world-class, proven leadership, character, and life-skills training is coming to a child near you.

Key components include:

Teacher Experience

Establish a Guiding Vision, Common Language, and Culture

- Vision Experience
- The 7 Habits of Highly Effective People® Training and certification
- Implementation Training
  Integrate the 7 Habits into the school’s curriculum and culture.

Classroom Implementation

Reinforce Through Tools and Resources

- The Leader in Me Web Community — www.TheLeaderInMe.org
- Student Activity Guides for Lower/Upper Elementary and Annotated Teacher’s Editions
- The 7 Habits of Happy Kids Poster Set
- The 7 Habits of Happy Kids Book by Sean Covey
- The Leader in Me Book by Dr. Stephen R. Covey

How does The Leader in Me prepare students to succeed in the 21st century?

FranklinCovey’s The Leader in Me process directly addresses the skills and characteristics employers seek today, including:

- Analytical skills.
- Accountability and responsibility for actions and results.
- The ability to solve complex challenges and problems.
- Valuing diversity in a global market.
- Strong communication skills.

Investing in today’s learners — tomorrow’s leaders — will help you create a pool of employees who are poised to thrive in your organization and contribute to the success of your organization in the future.
How does *The Leader in Me* initiative help schools?

This is a powerful way to invest in your community and future — one that has been proven to benefit schools in the following ways:

- Develops students who have the skills to succeed as leaders in the 21st century.
- Decreases discipline referrals.
- Teaches and develops character and leadership through existing core curriculum.
- Improves academic achievement.
- Raises levels of accountability and engagement among both students and staff.

How to Sponsor a School

Some sponsors choose to adopt local schools within their community. Others simply want to either adopt a classroom or make a contribution toward schools already seeking *The Leader in Me* sponsorship.

Sponsorship of an average-sized school — 40 staff, 550 students — is approximately $25,000 (USD).

Each school and situation is unique and requires coordination between a FranklinCovey client partner, the school, and the sponsor. Please contact your local client partner by calling 1.800.272.6839 to learn more.

What sponsors are saying:

“Starting with kindergartners, in 13 years, we’ve got the opportunity to change the mindset of an entire community. In only 13 years!”

—Donnie Lane, CEO, ENERGOL, DECATUR, ALABAMA

“When I tell my friends about the schools we are sponsoring, I tell them we are supporting the future. In this way, we are able to pay back to a community that has really been so kind to us.”

—Peggy Cherng, COFOUNDER, PANDA EXPRESS AND PANDA CARES, ROSEMEAD, CA

Help put a school on the path to greatness.

www.TheLeaderInMe.org
Toll-Free: 1.800.272.6839   Educate@FranklinCovey.com
Leading during difficult times of change requires precise execution of your team’s vital priorities.

USE xQ INFORMATION TO BETTER LEAD YOUR CHANGE EFFORT!

FranklinCovey’s xQ Survey results define the organizational context within which your team operates. By correlating your team’s xQ results with your personal LQ and/or 7 Habits Benchmark results, you will be able to pinpoint areas for personal improvement that will increase your leadership effectiveness and help you redirect your tight resources for maximum performance. The xQ diagnostic tool is a leadership utility you can’t afford to ignore when times are challenging.

Specifically, the xQ diagnostic tool will help you:

- Measure your team’s ability to execute its most vital priorities.
- Measure your team’s ability to expend energy on the right jobs.
- Gauge how well you and your team are focusing on your key priorities.
Leadership

There is no more profound impact on the performance of a group of people over time than their leader. Leadership trumps product issues, market conditions, world economic conditions, and team and organizational weaknesses. It is the single most important factor in improving organizational performance over time. And in an unsettled world in which our standard strategy playbooks do not seem to apply, leadership is the key lever that mobilizes teams to produce results.

This is not to excessively elevate the importance of the leader as an individual. Rather, the intent is to help leaders realize that the value of their team—the ability for that team to accomplish anything—lies in the team members themselves, and that as their leader, it is his or her duty to discover and unleash that talent.

FranklinCovey addresses these leadership challenges by illustrating the 4 Imperatives leaders must execute on if they are to achieve greatness with their team:

1. **Inspire Trust**—to build credibility as a leader so that people will trust you with their highest efforts.
2. **Clarify Purpose**—to define a clear and compelling purpose that causes people to want to offer their best to achieve the organizational goals.
3. **Align Systems**—to create systems of success that support the purpose and goals of the organization, enable people to do their best work, operate independently of you, and sustain superior performance over time.
4. **Unleash Talent**—to develop a winning team, where people’s unique talents are leveraged against clear performance expectations in a way that encourages responsibility and growth.

Each of our offerings addresses all of these imperatives, or provides a “deep dive” into one of the areas.

We invite you to step up to developing the most important asset of a business—its people—with the most important lever to help them—its leaders.

The Whole-Person Paradigm
- The mind: creative work that leads to personal growth.
- The heart: consideration and a sense of belonging.
- The body: adequate compensation and rewards.
- The spirit: a compelling purpose to serve.

The 4 Imperatives of Great Leaders
Leaders who live by these 4 Imperatives overcome the chronic problems of Industrial Age leadership and engage the full talent of the people they lead.