Based on the international bestseller with over **30 million** copies sold

THE HABITS ON-THE-GO

The 7 Habits of Highly Effective People in Your Pocket

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BY SEAN COVEY, NEW YORK TIMES BESTSELLING AUTHOR

Welcome to The 7 Habits of Highly Effective People Card Deck.

Welcome to *The 7 Habits of Highly Effective People* Card Deck. Over the next fifty-two weeks, I'm inviting you to move out of your comfort zone, shift your paradigms, improve and repair your relationships, and to generally become a more effective person, personally and professionally. As you act upon each weekly challenge, you will strengthen your character and increase your influence with others.

Each week you can review a card with important information all taken from the international bestselling book, *The 7 Habits of Highly Effective People*, written by my father, Stephen R. Covey. Each card teaches a key principle of effectiveness, poses a challenge, encourages you to be reflective, and offers a quote of encouragement.

The best way to gain control of your life is to make a promise to yourself and then keep it. As you follow this simple, fifty-two week process and begin making and keeping promises to yourself and others, you will increase your capacity to overcome challenges at work and at home. Never forget that out of small things, big things are achieved.

I wish you all the best on your journey!





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Define Effectiveness

□ List some things you would like to change to become more effective. Keep this list handy as you work through the challenge cards.

Introduction to the Habits

What matters most to me in my work and personal life?

When you shift your focus, you shift your impact. Put a spotlight on what matters in your life and list the next steps toward making positive change happen in those areas.



"If you apply even one of the 7 Habits today, you can see immediate results; but it's a lifetime adventure—a lifetime promise."

Model Good Character

- ☐ Think of a person with excellent character.
- □ Define some of the principles they live by.
- Which of those principles would you like to implement?
- Do something today to act on those principles.

Have I focused on quick fixes at the expense of my character?

Like the top of a tree, our personality is what people see first. Although appearance, techniques, and skills can influence our success, the real source of lasting effectiveness lies in a strong character—the roots.



"People who live by the character ethic have strong roots, deep roots. They withstand the stresses of life, and they keep growing and progressing."

Check Your Paradigms

- ☐ List five words that describe how you feel about an important aspect of your life.
- What do these words tell you about your paradigm?
- □ Identify how your paradigm needs to change to achieve your goals.

Introduction to the Habits

How accurate are my paradigms?

Paradigms are the way we see, understand, and interpret the world —our mental map.



"If you want to make minor changes in your life, work on your behavior. But if you want to make significant, quantum breakthroughs, work on your paradigms."

Pause between Stimulus and Response

- ☐ Think about the day ahead of you and anticipate one thing that might push your reactive buttons.
- Decide now what you can do to be proactive.

How could I respond proactively the next time I face a highly charged situation?

When people are reactive, they allow outside influences to control their response.

When people are proactive, they pause to allow themselves to choose their response based on principles and desired results.



"Between what happens to us and our response is a space, and the key to our growth and happiness is how we use that space."

Become a Transition Person

- ☐ Think through the negative patterns that might have been passed on to you—a bad habit, negative attitude, etc.
- How are those things affecting you?
- Do something today to break the pattern.

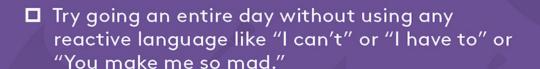
Who has been a Transition Person for me? What influence did they have on my life?

A Transition Person breaks unhealthy, abusive, or ineffective behavior and passes on habits that strengthen and build others.



"You are influenced by your genes, by your upbringing, and by your environment, but you are not determined by them."

Banish Reactive Language



Are my words making me a victim?

Reactive language is a sure sign that you see yourself as a victim of circumstances, instead of as a proactive, self-reliant person.



"A serious problem with reactive language is that it becomes a self-fulfilling prophecy. People...feel victimized and out of control, not in charge of their life or their destiny. They blame outside forces—other people, circumstances, even the stars—for their own situation."

Speak Proactively

- Consciously use these sentence starters today:
 - "I choose to..."
 - "I get to..."
 - "I can..."

How differently do I feel about myself when I use proactive language?

Our language is a real indicator of the degree to which we see ourselves as proactive people. Using proactive language helps us feel more capable and empowers us to act.



"I am not the product of my circumstances. I am a product of my decisions."

Shrink Your Circle of Concern

- ☐ Think of a problem or opportunity you're currently facing.
- ☐ List everything within your Circle of Concern—and then let it go.

How much time and energy do I waste on things I can't control?

Your Circle of Concern includes things you worry about but can't control. If you focus on it, you have less time and energy to spend on things you can influence.



"Be a light, not a judge. Be a model, not a critic."

Expand Your Circle of Influence

- ☐ Think of a big challenge you're facing.
- ☐ List everything you can control.
- □ Determine which action you will take today.

Is my Circle of Influence growing or shrinking?

Your Circle of Influence includes those things you can affect directly. When you focus on it, you expand your knowledge and experience. As a result, your Circle of Influence grows.



"Proactive people focus their efforts on the Circle of Influence. Their energy is positive, enlarging, and magnifying."

Have a Proactive Day

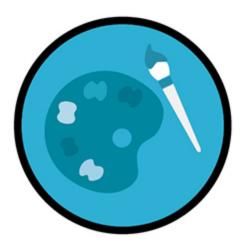
□ Today, summon one of the four endowments—self-awareness, conscience, independent will, and imagination—when you feel yourself becoming reactive. Try to use each one over the course of the day.

Define Outcomes Before You Act

☐ From today's schedule, pick one personal item and one work item. Write your end in mind for each one.

How are my outcomes different when I begin with a clear end in mind?

All things are created twice: a mental creation and a physical creation. Before you act, start with a clear idea of what you want to achieve.



"It's incredibly easy to work harder and harder at climbing the ladder of success, only to discover that it's leaning against the wrong wall."

Celebrate Your 80th Birthday



- □ Visualize your 80th birthday party. Write what you would like each person to say about you and the impact you've had on their life.
- What one thing can you do this week to help make it a reality?

What legacy do I want to leave?

Being effective means taking the time to define the legacy you want to leave regarding your most important relationships and responsibilities.



"Deep within each one of us is an inner longing to live a life of greatness and contribution—to really matter, to really make a difference."

Refine Your Mission Statement

- - Write or revise your Personal Mission Statement.
 - ☐ Check that it:
 - · Is based on principles.
 - · Clarifies what is important to you.
 - · Provides direction and purpose.
 - · Represents the best in you.

What is my compelling vision of my future?

Your mission statement defines your highest values and priorities. It's the end in mind for your life. It enables you to shape your future instead of letting it be shaped by other people or circumstances.



"The mission statement gives you a changeless sense of who you are."

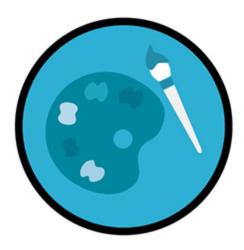
Rethink a Relationship



- □ Take time to write down your end in mind for an important relationship.
- Do something today to make that end in mind more of a reality.

This week, how can I tend to the relationship that matters most to me?

When we focus on efficiency, we sometimes overlook the people who really matter to us. But true effectiveness comes from the impact we have on others.



"How different our lives are when we really know what is deeply important to us."

Share Your Mission Statement

□ Today share your Personal Mission Statement with someone you trust—a friend or family member. Ask them to help you refine it.

Which people in my life are most affected by my personal mission?

Your mission statement is not just for you; your loved ones can benefit from knowing your goals, values, and vision.



"We detect rather than invent our missions in life." —Viktor Frankl

Balance Your Roles



- □ Identify one of your most important roles in life—partner, professional, parent, neighbor, etc.—that you might be neglecting.
- Do something today to better fulfill that role.

Am I getting absorbed in one role to the disadvantage of the others?

In trying to fulfill all the key roles in our lives, we sometimes overemphasize one important role (often work-related) and get out of balance.



"One of the major problems that arises when people work to become more effective in life is that they...lose the sense of proportion, the balance...they may neglect the most precious relationships in their lives."

- ☐ Consider a goal you've been working on or pick a new one. Define the outcome. What would success look like?
- ☐ In your planner, schedule the activities you need to progress your goal.

What one thing can I do that, if done regularly, would make a tremendous, positive influence in my life?

Your goals should reflect your deepest values, your unique talents, and your sense of mission. An effective goal gives meaning and purpose to your everyday life and translates into daily activities.



"Happiness—in part—is the fruit of the desire and ability to sacrifice what we want now for what we want eventually."

Use Your Time Well

- ☐ At the start of the day, use the Time Matrix to estimate how many hours you will spend in each quadrant.
- ☐ At the end of the day, record how many hours you actually spent in each quadrant.
- Are you satisfied with how you spent your time? What needs to change?

Which quadrant do I spend most of my time in? What are the consequences?

The Time Matrix defines activities based on urgency and importance.

URGENT

NOT URGENT

MPORTANT

Q1 NECESSITY

Crises
Emergency meetings
Last-minute deadlines
Pressing problems
Unforeseen events

Q2 EFFECTIVENESS

Proactive work
Important goals
Creative thinking
Planning and prevention
Relationship building
Learning and renewal
Recreation

NOT IMPORTANT

Q3 DISTRACTION

Needless interruptions
Unnecessary reports
Irrelevant meetings
Other people's minor issues
Unimportant email,
tasks, phone calls, status
posts, etc.

Q4 wast

Trivial work
Avoidance activities
Excessive relaxation,
television, gaming,
Internet
Time-wasters
Gossip

"The key is not to prioritize what's on your schedule, but to schedule your priorities."

Prepare for Quadrant 1

- □ Pick a recent Q1 urgency.
- Brainstorm ways you could avoid or prevent it in the future.

How many of my crises could be prevented with preparation?

Quadrant 1 is both urgent and important. It deals with the things that require immediate attention. We all have some Q1 activities in our lives, but some people are consumed by them.



"Most of us spend too much time on what is urgent and not enough time on what is important."

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Live in Quadrant 2

- ☐ Choose a Q2 activity that could have a significant impact on your life.
- Schedule time this week to do it.

Which Q2 activity do I most need to implement?

When we are highly effective, we spend most of our time in Quadrant 2:

- Proactive work
- Important goals
- Creative thinking
- Planning and preparing
- Building relationships
- Renewal and recreation



"The main thing is to keep the main thing the main thing."

Plan Your Week

- ☐ Find a quiet place to plan for twenty to thirty minutes.
- □ Connect with your mission, roles, and goals.
- ☐ Choose one or two Big Rocks for each role and schedule them.
- ☐ Organize the rest of your tasks, appointments, and activities around your Big Rocks.

What are the one or two most important things I can do in each role this week?

Effective people plan every week, taking time alone before the week begins. Your goals, roles, and Q2 activities are your "Big Rocks"—schedule them first and the "gravel" of less-important tasks will fit around them.



"If you were to ask me what single practice would do more than any other to balance your life and increase your productivity, it would be this: Plan your week...before the week begins."

Stay True in the Moment of Choice

- ☐ Think of a situation in which you find it hard to stay true in the moment of choice.
- ☐ Figure out a tactic you can use to achieve your Q2 priorities in that moment.

What pulls me away from following through on my Big Rocks? How do I feel when I give in to the pressures and neglect my true priorities?

Our character is revealed when we choose between our Q2 priorities and the pressures of the moment. We are effective when we align our choices with our mission, roles, and goals.



"As you go through your week...the urgent but not important will threaten to overpower the important Quadrant 2 activities you planned. Use your independent will and maintain your integrity to the truly important."

Eliminate the Unimportant

- Make a list of timewasters and distractions.
- ☐ Circle the one that is the biggest culprit.
- ☐ Do something today to eliminate or cut back on it.

How much time am I spending in Quadrants 3 and 4? What price am I paying to stay there?

Quadrants 3 and 4 are time robbers: activities that steal time from you without giving back.



"You have to decide what your highest priorities are and have the courage—pleasantly, unapologetically—to say 'no' to other things. And the way you do that is by having a bigger 'yes' burning inside."

Week **24**.

Keep Your Commitments

- ☐ Think of an important goal that you haven't made progress on.
- ☐ Think of the smallest possible action you could take to progress that goal.
- Keep your commitment no matter what. Next week, take on a slightly larger goal.

Do I trust myself to follow through on the commitments I make to myself?

Most goals are challenging—otherwise we would have accomplished them already! We can become frustrated with ourselves if we truly want to accomplish a goal but continue to procrastinate acting on it.



"Make a little promise to yourself and keep it; then a little bigger one, then a bigger one. Eventually, your sense of honor will become greater than your moods."

Build Your Emotional Bank Accounts

- ☐ Identify an important relationship that might be in disrepair.
- ☐ List three deposits you could make.
- ☐ List three withdrawals you need to avoid.

Private Victory to Public Victory

Do I know what constitutes withdrawals and deposits for the important people in my life?

The Emotional Bank Account symbolizes the amount of trust that exists in a relationship. Deposits build and repair trust. Withdrawals break down trust.



"In relationships, the little things are the big things."

Apologize

Week **26**

□ Apologize to someone you've wronged. Find out what you can do to repair the harm.

Private Victory to Public Victory

Who needs an apology from me?

Saying you're sorry when you've made a mistake or hurt someone can quickly restore an overdrawn Emotional Bank Account. It takes courage.



"To rebuild broken relationships, we must first study our own hearts to discover our own responsibilities, our own faults."

Forgive

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- ☐ If you've been hurt and it still bothers you, realize that person has weaknesses just as you do.
- **□** Forgive that person.

Am I carrying around the burden of someone else's words or actions?

We've all been hurt at some time or another by someone else's thoughtless words or actions.



"Any time we think the problem is 'out there,' that very thought is the problem."

Consider Other People's Wins as Well as Your Own

- Pick an important relationship that could benefit from win-win thinking.
- Write down your wins and the other person's wins. Don't know what they would consider a win? Ask!

In what relationships are you less likely to Think Win-Win? What benefits would come from considering their wins?

When we are highly effective, we value other people's wins equally to our own. We take time to identify both our wins and their wins.



"Win-win is not a technique; it's a total philosophy of human interaction. It is a frame of mind and heart that seeks mutual benefit in all interactions. Win-win sees life as a cooperative, not a competitive, arena."

Avoid the Scarcity Mentality

- □ List the areas of your life where you have a Scarcity Mentality (that there is not enough love, money, attention, resources, to go around).
- ☐ Consider where this Scarcity Mentality might come from.

Where is scarcity thinking getting in the way of achieving my best results?

The Scarcity Mentality causes you to compare, compete, and feel threatened by others, instead of working with others for the biggest wins.



"Most people are deeply scripted in the Scarcity Mentality. They see life as having only so much, as though there were only one pie out there. And if someone else gets a big piece of pie, it means less for everybody else."

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Cultivate an Abundance Mentality

□ Describe what you could do to think more abundantly: celebrate the strengths of yourself and others, stop comparing, and share resources.

Habit 4: Think Win-Win

Do I truly believe that there is more than enough for everyone?

When we have an Abundance Mentality, we are not threatened by others' success, because we are secure in our own self-worth.



"The Abundance Mentality flows out of a deep inner sense of personal worth and security. It is the paradigm that there is plenty out there and enough for everybody."

Balance Courage and Consideration

Week

Pick an area where you would like to have more courage. Write down your point of view. Share your ideas and opinions with confidence.

□ Pick a situation where you need to demonstrate more consideration. Focus on acknowledging others, not interrupting, and making sure everyone has a chance to be heard.

Are there relationships in which you lack courage or consideration? What price are you paying?

To be highly effective means to be courageous. We are willing and able to speak our thoughts respectfully. It also means being considerate. We are willing and able to seek out and listen to others' thoughts and feelings with respect.



"If people can express their feelings and convictions with courage balanced with consideration for the feelings and convictions of others, they are mature, particularly if the issue is very important to both parties."

Make a Win-Win 32 Agreement

- ☐ Choose a relationship that could benefit from a Win-Win Agreement. Write down what you think would be wins for that person—or ask them. Write down your own wins.
- Make a Win-Win Agreement.

What is my intent when I negotiate with others? Am I committed to win-win?

In a Win-Win Agreement, people commit to work to benefit both parties. Win-Win Agreements can be formal or informal and can be made in any relationship or circumstance.



"An agreement means very little in letter without the character and relationship to sustain it in spirit. We need to approach win-win from a genuine desire to invest in the relationships that make it possible."

Give Credit

Week 33

Identify someone who deserves credit for something they've done or helped you accomplish. Privately or publicly acknowledge that person's contribution.

Habit 4: Think Win-Win

Who has recently helped me accomplish something? Have I thanked them?

For many people, public or private acknowledgement is a big win. We can build trust and strengthen our relationships when we share credit generously.



"It's amazing how much you can accomplish when it doesn't matter who gets the credit."

—Harry S. Truman

Practice Empathic Listening





- □ Today practice listening for understanding.
- ☐ Try to reflect back the feelings of others and the content of the message. Check yourself when you interrupt, give advice, or judge.

Do people around me feel that I genuinely understand them?

Listening with empathy means getting to the heart of what matters to the other person, whether we agree or not. When listening empathically, we listen with the intent to understand. We respond by reflecting feelings and words.



"Next to human survival, the greatest need of a human being is psychological survival—to be understood, to be affirmed, to be validated, to be appreciated."

Open Your Heart





□ Identify someone you don't listen to closely and simply ask, "How's it going?" Open your heart and practice empathic listening. You'll be surprised at what you learn.

Habit 5: Seek First to Understand, Then to Be Understood

Am I truly listening to those I love?

When emotions are high, focus on your intent; don't worry about the correct response.



"When you really listen to another person from their point of view, and reflect back to them that understanding, it's like giving them emotional oxygen."

Avoid Autobiographical Listening



☐ Think of a time when someone listened to you with understanding and respect. How did you feel?

Habit 5: Seek First to Understand, Then to Be Understood

Do I listen with the intent to reply, rather than to understand?

Autobiographical listening is filtering what others say through your own story. Rather than focusing on the speaker, you're waiting to jump in with your perspective.



"Listen, or your tongue will make you deaf."

-Native American Proverb

Seek to Be Understood





- ☐ Think about an upcoming presentation or persuasive message you need to give.
- Make sure you first understand others' points of view.
- Practice delivering your opinion with courage and consideration for others' views.

Habit 5: Seek First to Understand, Then to Be Understood

Do I speak in a way that shows I understand the other person? Am I sharing my point of view clearly?

Seeking to understand is the second half of effective communication. Once we are confident others feel understood, we can share our point of view with respect and clarity.



"When you present your own ideas clearly in the context of a deep understanding of the other person's paradigms and concerns, you increase the credibility of your ideas."

Bring Empathic Communication to the Digital World





Week

- ☐ The next time you digitally communicate when emotions are high, try using one of these:
 - Allow the other person to finish their thoughts before responding.
 - Reflect their feelings and words before expressing your own.
 - · Clearly state your intent: be specific.

How can I listen with empathy during text, phone, and email conversations?

Effective communication in the digital world requires the same intent and skills used in face-to-face communication. The challenge often lies in reading and relaying intent across media.



"Empathy is the fastest form of human communication."

Learn from Differences



- ☐ Choose a political or social issue you care about.
- □ Put your personal views aside.
- ☐ Find a few people and find out their views. Listen for understanding.
- ☐ Write down at least three new perspectives you got from this exercise.

What can I learn from those I disagree with?

We have tremendous opportunity to grow from others' experiences, points of view, and wisdom. Differences can be a source of learning, rather than conflict.



"Insecure people have a need to mold them into their own thinking. They don't realize that the very strength of the relationship is in having another point of view. Sameness is uncreative—and boring."

Solve a Problem with Synergy



- ☐ Find someone (or a group) to talk to about a problem you're facing.
- Ask, "Would you help me come up with ideas I haven't thought of yet?"
- ☐ Take a few minutes to brainstorm. Which ideas can you use?

What problem seems insurmountable if I face it alone?

You don't have to figure out all the answers by yourself. When you're dealing with a problem, synergy can surface ideas you never would have come up with on your own.



"Alone we can do so little; together we can do so much."

—Helen Keller

Seek 3rd Alternatives



- □ Observe an upcoming meeting and identify if synergy is or isn't occurring.
- ☐ Think of a problem that would benefit from synergy. Use it to seek a 3rd Alternative.

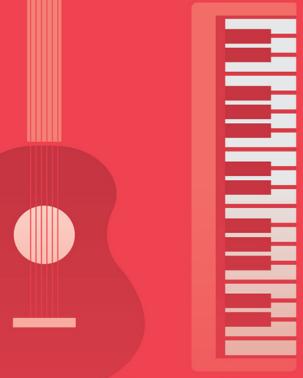
When am I likely to settle for compromise? When do I experience synergy? What's the difference?

Synergy depends on a willingness to seek a 3rd Alternative. More than just "my way" or "your way" it's a higher, better way. It's something that neither of us would have come up with on our own.



"What is synergy? Simply defined, it means that the whole is greater than the sum of its parts. Synergy means that one plus one may equal ten, or a hundred, or even a thousand!"

Value Differences



- ☐ Identify someone you disagree with and make a list of their strengths.
- When they disagree with you, say, "Great! You see things differently. I need to listen to you."

Do I know the unique strengths of the people I work and live with? In which relationships do I tolerate differences rather than value them?

Valuing differences is the foundation of synergy. We are effective when we value and embrace the differences rather than rejecting or merely tolerating them. We see others' differences as strengths, not weaknesses.



"The essence of synergy is to value differences—to respect them, to build on strengths, to compensate for weaknesses."

Rate Your Openness to Differences





☐ Write down what you could do to better value differences.

Am I open to learning from differences?

Our paradigm is often that we are objective, but everyone else isn't. Effectiveness requires the humility to recognize the limitations of our perceptions.



"The key to valuing differences is to realize that all people see the world, not as it is, but as they are."

Take Down Barriers



- ☐ Think about a goal you're working on.
- □ Identify the obstacles you're facing.
- ☐ Find someone to help you brainstorm ways to overcome those obstacles.

What obstacle currently seems insurmountable if I face it alone?

When you approach a problem with the willingness to synergize, you can come up with new ways to overcome challenges.



"When you introduce synergy...you unfreeze [restraining forces], loosen them up, and create new insights."

Leverage the Strengths of Others



■ Next to each person's name, list their strengths.

□ Could you match any of these strengths to a challenge you're facing?

What could I do to take greater advantage of the strengths of others in my life?

We are surrounded by the strengths of others, but we often don't tap into them.



"When we're left to our own experiences, we constantly suffer from a shortage of data."

Achieve the Daily Private Victory

- ☐ Write your own routine for daily renewal. Where can you improve?
- Block out time for renewal in your next weekly planning.

Am I spending time each day renewing my body, mind, heart, and spirit?

The Daily Private Victory—time spent each day in a routine way renewing body, mind, heart, and spirit—is the key to developing all of the 7 Habits.



"There's no other way you could spend an hour that would begin to compare with the Daily Private Victory. It will affect every decision, every relationship. It will greatly improve the quality, the effectiveness, of every other hour of the day."

Strengthen Your Body

- ☐ Choose one way to build your physical capacity this week:
 - · Set your alarm—for bedtime.
 - Find a way to be active that challenges you. Add a new component to your exercise routine: endurance, flexibility, or strength.

What's one way I could improve my strength and resilience?

Physical renewal involves caring for your physical body—a healthy diet, sufficient rest, and regular exercise.



"Most of us think we don't have enough time to exercise. What a distorted paradigm! We don't have time not to."

Renew Your Spirit

- ☐ Choose one way to build your spiritual capacity this week:
 - · Refine your Personal Mission Statement.
 - Spend time in nature.
 - · Listen to or create music.
 - · Volunteer in your community.

Am I centered on my values?

Spirituality is a very private area of life and a supremely important one. It draws on the sources that inspire and uplift you.



"The spiritual dimension is your core, your center, your commitment to your value system."

Week **4.9**

Sharpen Your Mind

- ☐ Choose one way to build your mental capacity this week:
 - · Keep a journal.
 - · Read a classic.
 - · Develop a hobby.

Do I begin the week mentally refreshed?

As soon as we leave school, many of us let our minds atrophy. But learning is vital to mental renewal.



"There's no better way to inform and expand your mind on a regular basis than to get into the habit of reading good literature."

Develop Your Heart

- ☐ Choose one way to build your social/emotional capacity this week:
 - · Invite a friend to dinner.
 - Forgive someone.
 - Text or email a friend you haven't heard from lately.

Who can I connect with this week?

Our emotional life is primarily—but not exclusively—developed through our relationships with other people.



"To touch the soul of another human being is to walk on holy ground."

Take Time for Yourself

☐ Give yourself permission to take thirty minutes just for yourself today. Find a stressbuster and do it.

Habit 7: Sharpen the Saw

Are urgencies crowding out my renewal time?

Renewal is a Quadrant 2 activity; we must be proactive to make it happen.



"This is the single most powerful investment we can ever make in life—investment in ourselves."

Tame Your Technology

- ☐ Do one thing today to reduce distractions from technology:
 - Turn off alerts.
 - · Check social media only once a day.
 - Make a policy to never let your device interrupt a conversation.
 - Turn off your devices while working on your Big Rocks.

Am I using my technology at the expense of my most important goals and relationships?

Our devices can be the ultimate source of urgencies. We might feel productive responding to every message, but mostly we're simply distracted.



"For all our efforts to manage our time, do more, be more, and achieve greater efficiency through the wonders of modern technology, why is it we often find ourselves in the 'thick of thin things'?"

Dr. Stephen R. Covey passed away in 2012 leaving behind an unmatched legacy of teachings about leadership, time management, effectiveness, success, and love and family. A multimillion-copy bestselling author of self-help and business classics, Dr. Covey strove to help readers recognize the principles that would lead them to personal and professional effectiveness. His seminal work, The 7 Habits of Highly Effective People, transformed the way people think and act upon their problems with a compelling, logical, and well-defined process.

As an internationally respected leadership authority, family expert, teacher, organizational consultant, and author, his advice gives insight to millions. He sold more than 30 million books (in 50 languages), and The 7 Habits of Highly Effective People was named the #1 Most Influential Business Book of the Twentieth Century. He was the author of The 3rd Alternative, The 8th Habit, The Leader in Me, First Things First, and many other titles. He held an MBA from Harvard and a doctorate from Brigham Young University. He lived with his wife and family in Utah.

Sean Covey is a business executive, author, speaker, and innovator. He is president of FranklinCovey Education and is devoted to transforming education throughout the world. Sean oversees FranklinCovey's whole school transformation process, called Leader in Me, which is now in over 4,000 schools and 50 countries throughout the world.

Sean is a New York Times bestselling author and has authored or co-authored several books, including the Wall Street Journal #1 Business Bestseller, The 4 Disciplines of Execution, The 6 Most Important Decisions You'll Ever Make, The 7 Habits of Happy Kids, The Leader in Me, and The 7 Habits of Highly Effective Teens, which has been translated into 30 languages and sold over 5 million copies worldwide. He is a versatile keynoter who regularly speaks to youth and adults.

Sean graduated with honors from BYU with a Bachelor's degree in English and later earned his MBA from Harvard Business School. As the starting quarterback for BYU, he led his team to two bowl games and was twice selected as the ESPN Most Valuable Player of the Game.

Sean and his family founded and run a global, non-profit charity called Bridle Up Hope whose mission is to inspire hope, confidence, and resilience in at-risk young women through equestrian training.

Sean and his wife, Rebecca, live with their children in Alpine, Utah.

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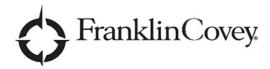
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