

Franklin Covey Quick Start User Guide

Much more than a grammar and punctuation handbook, this renowned guide helps users produce documents that reflect quality writing standards. It offers access to more than 110 topics. The CD-ROM contains more than 30 model documents, including letters, memos, and resumes.

Take The 7 Habits of Highly Effective People to an Entirely New Level Your Leadership Skills Are About to Change. Millions have read the all-time global best seller The 7 Habits of Highly Effective People by Stephen R. Covey. Both leaders and individuals have been inspired and transformed by its universal principles of effectiveness, including Scott Jeffrey Miller. Miller, a student and personal friend of Stephen R. Covey, is now the new millennial voice of FranklinCovey leadership. Scott Jeffrey Miller knows what it's like to fail. He was demoted from his first leadership position after only three weeks?and that's just one of several messy management experiences on his two-decade journey to leadership success. Scott's not alone. Everyone fails. But something sets Scott apart: his transparency and willingness to openly share his story in a way that is forthright, relatable and applicable. Thirty leadership challenges you can apply now. In Miller's Management Mess to Leadership Success you'll find 30 leadership challenges that can, when applied, change the way you manage yourself, lead others, and produce results. The wisdom in Scott's book was learned through hard knocks and

was honed by Stephen R. Covey and the FranklinCovey team through years of research and corporate training experience. Illustrated with Scott's real-life experiences, these challenges will teach you how to:

- Lead difficult conversations and celebrate success
- Inspire trust, actively listen, and challenge paradigms
- Put the right people in the right roles
- Create a clear and actionable vision for your team
- Accomplish your organization's Wildly Important Goals®
- Get the right results?in the right way
- Become the leader you would follow

Fans of The 7 Habits of Highly Effective People who have read and liked Radical Candor, Dare to Lead, and Mastering Leadership will love Scott Miller's Management Mess to Leadership Success: 30 Leadership Challenges to Be The Leader You Would Follow.

In early 2019 while in search of parenting advice, father of three young boys, Topgolf Chief Operating Officer, and author, Craig Kessler, asked a handful of friends to write him a letter on "how to be a good dad." The responses he received inspired him, in turn, to begin compiling additional letters for a work which would come to be known as The Dad Advice Project. Now, a little more than two years later, the completed book includes stories and advice from dads and granddads. As a former Boys & Girls Club member, Craig Kessler is proud to support the mission of Boys & Girls Clubs of America to help every young person reach their full potential. DadAdviceProject.com

Learn to listen with more than your ears with the 7 Oaks gang in this Level 2 Ready-to-Read edition of the fifth book in the 7 Habits of Happy Kids series from Sean Covey and

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Stacy Curtis. On a rainy day, Lily wants to make cookies. But instead of paying attention to the recipe, she tells her dad she knows what she is doing. What could go wrong? Lily comes to understand the importance of listening—not just with your ears, but your eyes and heart as well! Each of the Level 2 Ready-to-Reads in this winning series focuses on one of the 7 Habits of Happy Kids.

Author's credits taken from front cover and p. ix.

From Stephen R. Covey's eldest son come a revolutionary book that will guide business leaders, public figures and their organizations towards unprecedented productivity and satisfaction. Trust, says Stephen M. R. Covey, is the very basis of the 21st century's global economy, but its power is generally overlooked and misunderstood. Covey shows you how to inspire immediate trust in everyone you encounter - colleagues, constituents, the marketplace - allowing you to forego the time-killing and energy-draining check and balance bureaucracies that are so often relied upon in lieu of actual trust.

From the author of the wildly popular bestseller *The 7 Habits of Highly Effective Teens* comes the go-to guide that helps teens cope with major challenges they face in their lives—now updated for today's social media age. In this newly revised edition, Sean Covey helps teens figure out how to approach the six major challenges they face: gaining self-esteem, dealing with their parents, making friends, being wise about sex, coping with substances, and succeeding at school and planning a career. Covey

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understands the pain and confusion that teens and their parents experience in the face of these weighty, life-changing, and common difficulties. He shows readers how to use the 7 Habits to cope with, manage, and ultimately conquer each challenge—and become happier and more productive. Now updated for the digital and social media age, Covey covers how technology affects these six decisions, keeping the information and advice relevant to today's teenagers.

Outlines a breakthrough approach to conflict resolution and creative problem solving that draws on the techniques of thinkers from a broad range of disciplines to explain how to incorporate diverse viewpoints for win-win solutions.

Written for anyone who suffers from "time famine", this essential handbook provides simple, effective methods for successfully taking control of one's hours--and one's life. Smith shows how, by managing time better, anyone can lead a happier, more confident and fulfilled life. BUSINESS STRATEGY. "The 4 Disciplines of Execution "offers the what but also how effective execution is achieved. They share numerous examples of companies that have done just that, not once, but over and over again. This is a book that every leader should read! (Clayton Christensen, Professor, Harvard Business School, and author of "The Innovator s Dilemma)." Do you remember the last major initiative you watched die in your organization? Did it go down with a loud crash? Or was it slowly and quietly suffocated by other competing priorities? By the time it finally disappeared, it s likely no one even noticed. What happened? The whirlwind of urgent activity required to keep things running day-to-day devoured all the time and energy you needed to invest in executing your strategy for tomorrow. "The 4

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Disciplines of Execution" can change all that forever.

For more than 40 years, Computerworld has been the leading source of technology news and information for IT influencers worldwide. Computerworld's award-winning Web site (Computerworld.com), twice-monthly publication, focused conference series and custom research form the hub of the world's largest global IT media network.

The New York Times–bestselling time management book from the author of *The 7 Habits of Highly Effective People*. Stephen R. Covey's *First Things First* is the gold standard for time management books. His principle-centered approach for prioritizing gives you time management tips that enable you to make changes and sacrifices needed in order to obtain happiness and retain a feeling of security. *First Things First: The Interactive Edition* takes Dr. Covey's philosophy and remasters the entire text to include easy-to-understand infographics, analysis, and more. This time-saving version of *First Things First* is the efficient way to apply Dr. Covey's tested and validated time management tips, while retaining his core message.

This guide will help you:

- Get more done in less time
- Develop and retain rich relationships
- Attain inner peace
- Create balance in your life
- And, put first things first

“Covey is the hottest self-improvement consultant to hit US business since Dale Carnegie.” —USA Today “Covey has reached the apex with *First Things First*. This is an important work. I can't think of anyone who wouldn't be helped by reading it.” —Larry King, CNN “These goals embody a perfect balance of the mental, the physical, the spiritual, and the social.” —Booklist

Children in today's world are inundated with information about who to be, what to do and how to live. But what if there was a way to teach children how to manage priorities, focus on goals and be a positive influence on the world around them? The Leader in Me is that programme. It's

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based on a hugely successful initiative carried out at the A.B. Combs Elementary School in North Carolina. To hear the parents of A. B Combs talk about the school is to be amazed. In 1999, the school debuted a programme that taught The 7 Habits of Highly Effective People to a pilot group of students. The parents reported an incredible change in their children, who blossomed under the programme. By the end of the following year the average end-of-grade scores had leapt from 84 to 94. This book will launch the message onto a much larger platform. Stephen R. Covey takes the 7 Habits, that have already changed the lives of millions of people, and shows how children can use them as they develop. Those habits -- be proactive, begin with the end in mind, put first things first, think win-win, seek to understand and then to be understood, synergize, and sharpen the saw -- are critical skills to learn at a young age and bring incredible results, proving that it's never too early to teach someone how to live well.

Make Every Second Count goes beyond the usual time-management books to bring you a broad range of strategies and tactics—dozens of proven methods to get more done in less time. You'll discover how to maximize your time by setting priorities, create useful schedules, and overcome procrastination, how to boost your energy level and productivity with proper diet, exercise, and sleep. You'll also learn how using the latest technology can enable you to manage information and communicate more effectively and efficiently. Make Every Second Count will show you: How to eliminate bad habits and unnecessary activities that slow you down. The painless way to handle paperwork. How to master the art of saying no. The three types of to-do lists every person should keep. Make Every Second Count also contains time-tested advice on goal setting, business travel, social networking, mobile technology, planning

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systems, and time management in the home.

It's never too early to start achieving your goals! Get started on the road to success with this unique guide to middle school and beyond—brought to you by FranklinCovey, the company behind the 7 Habits series and *The Leader in Me*. Middle school is full of changes—maybe it's a new, bigger school, maybe it's friendships starting to get more complicated, or maybe it's a combination of a lot of things. But these changes don't have to be bad, in fact they could be the best thing for us—because when things start to change we have the opportunity to grow. That's why even though middle schoolers have a ton of other things going on, middle school is the perfect time for them to start altering their habits and goals for their future success. Sure it might sound a little scary, but with a little help it can also be exciting! Framed as twelve conversations to start having, rather than checklists or rules, this unique guide helps students start thinking about what they want their futures to look like and readying themselves to achieve those goals. In *The Middle School Student's Guide to Academic Success*, portions of which were previously published as *Beat the Middle*, authors Blake and Bo Nemelka offer tried and true advice, opportunities for reflection and action that middle schoolers can tailor to their individual goals and interests, and ways for parents and guardians to help them along the way. Beginning with topics students can get started on now—like setting goals, improving your GPA, working on time management skills, and balancing extracurricular activities—and moving forward to future subjects including college applications, scholarships, and money management—this book is the ultimate guide to helping readers become not only successful middle schoolers, but successful people.

We all eventually ask ourselves the question, “Am I making a difference?” We want our lives

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to have meaning. We want to contribute through our work, our family relationships, and our interaction with others in our community. But just as an airline flight attendant will tell you to put your own oxygen mask on before assisting others, getting your own life together is the first step to making a positive impact on the world around you. In this new book, Franklin Covey cofounder Hyrum Smith shows that achieving a meaningful, fulfilling, and impactful life is a straightforward process. He identifies three root causes of stress, dissatisfaction, and pain, which drain the energy we need to make a difference: the gaps between where we are and where we want to be. The first is the Beliefs Gap: the gap between what we believe to be true and what is actually true. The second is the Values Gap: the gap between what we value most in life and what we actually spend our life doing. The third is the Time Gap: the gap between what we plan to do each day and what we actually get done. Using inspiring true stories of people who have overcome difficult challenges, the author offers a practical blueprint that we all can use to close each of these three gaps in our personal and work lives. He shows how this will result in the inner peace so necessary in dealing with the chaos in the world today. Smith provides the concepts and the tools to move from the life you currently have to the life you really want.

The author explores existential angst, dissatisfaction, and spiritual emptiness in this far-sighted guide to adjusting life's priorities and values.

A guide to wealth, health, relationships, and purpose during retirement Includes Worksheets on Finances, Time Management, Health, Self-care, Family, Relationships, Hobbies, Volunteering and much more! Make plans for the happiest time: Retirement is a new season, a new opportunity, to live purposefully. It's not an end. You may have quit a job, but you don't have

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to quit at life. This is your time to do something meaningful. And this time you get to choose exactly what YOU want to do. Now is the time because now you actually have time. Let's take that bucket list and get started! Time-management for retirement: Hyrum Smith, nationally-renowned "Father of Time Management" and co-creator of The Franklin Planner System, is the preeminent expert for using time wisely. The author of the bestselling Purposeful Retirement, Smith's new book lays out what is essentially a guide to making sure we all take full advantage of the decades we get to enjoy after full-time work. Everything from money and exercise to hobbies and clubs: Smith sheds light on what he calls the "gifts of retirement," the opportunity to reclaim your time and spend it exactly the way you want to. This practical handbook covers:

- Retirement financial planning
- Health management and exercise advice
- The importance of clubs, volunteering and social groups in maintaining friendships, relationships, and a social life once you stop going to work every day
- And much more!

Mindfulness for your later years: How often do you get personal advice from one of the top time management gurus in the world? Here's your chance! Hyrum Smith's guide to the good life of retirement is invaluable for anyone looking at the post-career years as well as retirees looking for insight into how to manage their retirement years, so that they are joyful and fulfilling. Hyrum Smith's one-of-a-kind expertise and wise counsel in The Purposeful Retirement Workbook will take you from apprehension to living life and loving it! Discover simple time management and mindful planning guidance for a joyful and meaningful retirement.

A timely, must-have guide to understanding and overcoming bias in the workplace, from the experts at FranklinCovey. Unconscious bias affects everyone. It can look like the

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disappointment of an HR professional when a candidate for a new position asks about maternity leave. It can look like preferring the application of a red brick university graduate over one from a state school. It can look like assuming a man is more entitled to speak in a meeting than his female junior colleague. Ideal for every manager who wants to understand and move past their own preconceived ideas, *Unconscious Bias* explains that bias is the result of mental shortcuts, our likes and dislikes, and is a natural part of the human condition. And what we assume about each other and how we interact with one another has vast effects on our organisational success - especially in the workplace. Teaching you how to overcome unconscious bias, this book provides more than thirty unique tools, such as a prep worksheet and a list of ways to reframe your unconscious thoughts. According to the experts at FranklinCovey, your workplace can achieve its highest performance rate once you start to overcome your biases and allow your employees to be whole people. By recognising bias, emphasising empathy and curiosity, and making true understanding a priority in the workplace, we can unlock the potential of every person we encounter.

From Scott O'Neil, one of America's most admired sports executives, how to find regular, meaningful moments in an irregular life. When we're moving at 115 MPH, we rarely see the wall coming. But it comes for all of us. The sudden loss of a much beloved friend, the excruciatingly long departure of a parent with Alzheimer's. We grasp for lessons, for meaning, for learnings. Even when an extrovert is faced with the four walls of their own home for months upon months—they're determined to find peace and appreciation in the pause. They try to reenergize without the energy from the bright lights of the court, the hush of the ice, the roar of the crowd; the adrenaline-laced metronome of 20,000 hearts beating together. The human

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spirit craves connection. Authenticity. Belonging. Touch. Gratitude. Purpose. We need to make our interactions count. If we are truly present, the world shares its hardest, most beautiful lessons with us. In *Be Where Your Feet Are*, CEO of the Philadelphia 76ers and New Jersey Devils Scott O'Neil offers his own story of grief and healing, and shares his most valuable lessons in what keeps him grounded and able to thrive as a father, husband, coach, mentor, and leader. O'Neil also interviews some of sports and entertainment's most renowned athletes and performers and the world's most dynamic business leaders, conversations in which they reveal their most impactful moments of learning. Each story provides us with an opportunity to learn, and—if we choose—to change our lives, and the world, for the better. Sophie discovers a surprising truth about teamwork in this Level 2 Ready-to-Read edition of the sixth book in the *7 Habits of Happy Kids* series from Sean Covey and Stacy Curtis. Ms. Hoot has assigned the class to write a poem, and everyone has to work with a partner. When Sophie is partnered with Biff, she is sure it's going to be a disaster because Biff is mean! But as they work together, they find they have more in common than they thought. Each of the Level 2 Ready-to-Reads in this winning series focuses on one of the *7 Habits of Happy Kids*. Learn how to use Apple's iCloud service to share your content across all your devices. This indispensable guide to Apple's iCloud service walks you through how to share songs, photos, books, apps, files, email, contacts, and calendars across your PC, Mac, and iOS devices. You will learn how to create and manage documents and edit them on any device, with iCloud keeping the files up to date. Find out how to back up important information via the cloud. You will even discover how to find people and locate misplaced devices! Explore 16 case studies with proven approaches to measuring learning and performance.

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Numerous settings, methodologies, processes, tools, and techniques span the fields of communication, pharmaceuticals, software development, microcomputer technology, insurance, utilities, and manufacturing.

A timely, must-have guide to understanding and overcoming bias in the workplace, from the experts at FranklinCovey. Unconscious bias affects everyone. It can look like the disappointment of an HR professional when a candidate for a new position asks about maternity leave. It can look like preferring the application of an Ivy League graduate over one from a state school. It can look like assuming a man is more entitled to speak in a meeting than his female junior colleague. Ideal for every manager who wants to understand and move past their own preconceived ideas, *The Leader's Guide to Unconscious Bias* explains that bias is the result of mental shortcuts, our likes and dislikes, and is a natural part of the human condition. And what we assume about each other and how we interact with one another has vast effects on our organizational success—especially in the workplace. Teaching you how to overcome unconscious bias, this book provides more than thirty unique tools, such as a prep worksheet and a list of ways to reframe your unconscious thoughts. According to the experts at FranklinCovey, your workplace can achieve its highest performance rate once you start to overcome your biases and allow your employees to be whole people. By recognizing bias, emphasizing empathy and curiosity, and making true understanding a priority in the workplace, we can unlock the potential of every person we encounter.

Portion of statement of responsibility from jacket.

Meet the ever-growing organizational demands of today's changing world with the variety of tools, digital and otherwise, available to you as a teacher. In this book,

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organization guru Frank Buck shows you how to take expert advantage of the specific electronic and paper-based resources that will help you manage your time and stay on course as a teacher of the 21st century. Buck offers practical, easy-to-read strategies for organizing your surroundings, increasing productivity, and reducing stress. Teachers will leave this book with a feeling of greater control of the day plus a renewed sense of pride in their profession.

This book is a standard reference for business and technical communication writing. Much more than a grammar and punctuation handbook, it helps you to: produce documents that reflect quality writing standards; access more than 110 topics, covering everything from document design, graphics, and parts of speech to punctuation, sentence style, and word choice; create documents from start to finish and avoid writer's block; write effective letters, memos, and resumés with the help of more than 30 model documents; design effective, understandable graphics that enhance and convey your message; discover and prioritize information.

Wall Street Journal Bestseller A thought-provoking, accessible, and essential exploration of why some leaders (“Diminishers”) drain capability and intelligence from their teams, while others (“Multipliers”) amplify it to produce better results. Including a foreword by Stephen R. Covey, as well the five key disciplines that turn smart leaders into genius makers, *Multipliers* is a must-read for everyone from first-time managers to world leaders.

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The chief people officer at FranklinCovey outlines anecdotal and practical recommendations for how organizations of any size or type can create a competitive advantage by building effective relationships.

The 7 Habits of Highly Effective Families is Stephen R. Covey's newly revised and updated paperback edition of the New York Times bestseller that offers precious lessons in creating and sustaining a strong family culture in a turbulent world. In his first major work since The 7 Habits of Highly Effective People, Covey presents a practical and philosophical guide to solving the problems--large and small, mundane and extraordinary--that confront all families and strong communities. By offering revealing anecdotes about ordinary people as well as helpful suggestions about changing everyday behavior, The 7 Habits of Highly Effective Families shows how and why to have family meetings, the importance of keeping promises, how to balance individual and family needs, and how to move from dependence to interdependence. The 7 Habits of Highly Effective Families is an invaluable guidebook to the welfare of families everywhere.

A revolutionary guidebook to achieving peace of mind by seeking the roots of human behavior in character and by learning principles rather than just practices. Covey's method is a pathway to wisdom and power.

*****A WALL STREET JOURNAL BESTSELLER***** From the organizational experts at FranklinCovey, an essential guide to becoming the great manager every team

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deserves. A practical must-read, FranklinCovey's Everyone Deserves a Great Manager is the essential guide for the millions of people all over the world making the challenging and rewarding leap to manager. Based on nearly a decade of research on what makes managers successful—and includes new ways of thinking, tips and techniques—this volume has been field-tested with hundreds of thousands of managers all over the world. Organized under four main roles every manager is expected to fill, Everyone Deserves a Great Manager focuses on how to lead yourself, people, teams, and change. Readers can start anywhere and go everywhere with this guide—depending on their current problem or time constraint. They can pick up a helpful tip in ten minutes or glean an entire skillset with deeper reading. The goal is for the busy manager to know what to do and how to do it without interrupting their regular workflow. Each role highlights the current, authentic problems managers face and briefly explores the limiting mindsets or common mistakes that led to those problems. With skill-based chapters that cover managerial skills like one-on-ones, giving feedback, delegating, hiring, building team culture, and leading remote teams, the book also includes more than thirty unique tools, such as a prep worksheets and a list of behavioral questions for your next interview. An approachable, engaging style using real-world stories, Everyone Deserves a Great Manager provides the blueprint for becoming the great manager every team deserves.

"Time management for the 21st century"--Cover.

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In good times and bad, in times of economic downturn and times of wartime peril, we as Americans have shown our mettle. There is something in the historical DNA of this people - a resilience, a power, a talent for innovation, a unique and empowering bravery - that has carried us forward as a nation and a people for nearly 250 years. This book is about this history, this inheritance, this people. These characteristics apply not just to the people of the United States as a whole, but to each of us as individuals. Whether we are leaders, followers, friends, co-workers, parents, spouses, partners or simply sojourners in this thing we call life - it is rare for us to see those we care about suffer and not want to change their circumstances or alleviate their suffering. It is an almost in-born trait that we as individuals and as a nation tend to seek ways to overcome the challenges we periodically face. Home of the Brave is about meeting our individual challenges and the challenges of those we care about and care for. It is about finding the time-proven principles in the historical DNA of great Americans that we can draw on - not only for strength but for practical insight and action that can make even the most challenging times more manageable, even conquerable. Learn how to cultivate the most incredible customer experiences on earth through this essential guide by Colin Cowie, distinguished purveyor of unforgettable “wow” events for the world’s most demanding clients. If you’re searching for ways to ensure your customers walk away from your company with a smile on their face and a plan to return, you found it. And any business organization can adapt the tools and techniques

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in this book. Colin Cowie, one of the world's most sought-after event planners, shares the hard-won and hard-nosed advice he has learned through entertaining and engaging stories and examples. He gives readers the indisputable blueprint for creating a customer-service culture that anyone can tailor to their own needs, whether you're a shopkeeper, corporate marketing director, or budding event planner. Upon coming to the United States from South Africa with \$400 in his pocket, Colin built his highly successful catering and event-planning business from the ground up to become event planner to the most respected tastemakers and personalities in the world—including Oprah Winfrey, Jennifer Lopez, Ryan Seacrest, and Kim Kardashian, to name a few. In this book, you will: Learn how to formulate your own vision, mission statements, and guiding principles, and effectively communicate them to your team. Learn how you can align your vision with your essential mission statement. Discover the core values, including service and accountability, that fuel Colin's customer-care ethos, and how you can apply those values to your own business. Have a renewed understanding of how vitally important it is that you take good care of the people who work for you so they, in turn, can care for your customers. Become armed to inspire and empower your team. Be guided to create your own "bible" of scripts, protocols, and procedures that will streamline customer-care situations while making every customer feel like their individual desires are being taken care of. Learn how to use every complaint as an opportunity, as well as why you should be more afraid of a client who doesn't complain

when something goes wrong versus one who does.

In the 7 Habits series, international bestselling author Stephen R. Covey showed us how to become as effective as it is possible to be. In his long-awaited new book, THE 8th HABIT, he opens up an entirely new dimension of human potential, and shows us how to achieve greatness in any position and any venue. All of us, Covey says, have within us the means for greatness. To tap into it is a matter of finding the right balance of four human attributes: talent, need, conscience and passion. At the nexus of these four attributes is what Covey calls voice - the unique, personal significance we each possess. Covey exhorts us all to move beyond effectiveness into the realm of greatness - and he shows us how to do so, by engaging our strengths and locating our powerful, individual voices. Why do we need this new habit? Because we have entered a new era in human history. The world is a profoundly different place than when THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE was originally published in 1989. The challenges and complexity we face today are of a different order of magnitude. We enjoy far greater autonomy in all areas of our lives, and along with this freedom comes the expectation that we will manage ourselves, instead of being managed by others. At the same time, we struggle to feel engaged, fulfilled and passionate. Tapping into the higher reaches of human genius and motivation to find our voice requires a new mindset, a new skill-set, a new tool-set - in short, a whole new habit.

A classic reference book on user interface design and graphic design for web sites,

updated to reflect a rapidly changing market Consistently praised as the best volume on classic elements of web site design, Web Style Guide has sold many thousands of copies and has been published around the world. This new revised edition confirms Web Style Guide as the go-to authority in a rapidly changing market. As web designers move from building sites from scratch to using content management and aggregation tools, the book's focus shifts away from code samples and toward best practices, especially those involving mobile experience, social media, and accessibility. An ideal reference for web site designers in corporations, government, nonprofit organizations, and academic institutions, the book explains established design principles and covers all aspects of web design--from planning to production to maintenance. The guide also shows how these principles apply in web design projects whose primary concerns are information design, interface design, and efficient search and navigation.

"People are our most important asset." Every company pays lip service to this platitude, but how many companies really embrace it? People are what sustain—or ruin—your brand. If your people are not excited about the company, indifferent, or even alienated from it, your competitive advantage will disappear. In *The Ultimate Competitive Advantage*, FranklinCovey experts Shawn D. Moon and Sue Dathe-Douglass lay out the steps leaders can take to tap into their companies' most valuable and unique resource: people. When you promote a company of proactive and engaged employees who create a winning culture, sustain it, leverage it, and make it work no

matter what comes your way, your business rises above the rest. From the company that brought you *The 7 Habits of Highly Effective People*, *The Ultimate Competitive Advantage* offers six highly effective practices that will propel your company to success by unleashing the potential of your people. Each practice in *The Ultimate Competitive Advantage* is based on fundamental principles that hold true across all industries, from the necessity of being proactive to the importance of building win-win relationships. Implementing these practices is the key to making a distinctive difference in the marketplace. *The Ultimate Competitive Advantage* will enable your company to achieve remarkable results and become an industry standout by leveraging your most important asset: your people.

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