



Corporate Message Architecture

April 12, 2010

## Our Mission:

We enable greatness in people and organizations everywhere.

## Our Vision:

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

## Our Values:

- **Commitment to Principles.**
  - We are passionate about our content and strive to be models of the principles and practices we teach.
- **Lasting Customer Impact.**
  - We are relentless about delivering on our promise to our customers. Our success comes only with their success.
- **Respect for the Whole Person.**
  - We value each other and treat each person with whom we work as a true partner.
- **Profitable Growth.**
  - We embrace profitability and growth as the lifeblood of our organization; they give us the freedom to fulfill our mission and vision.

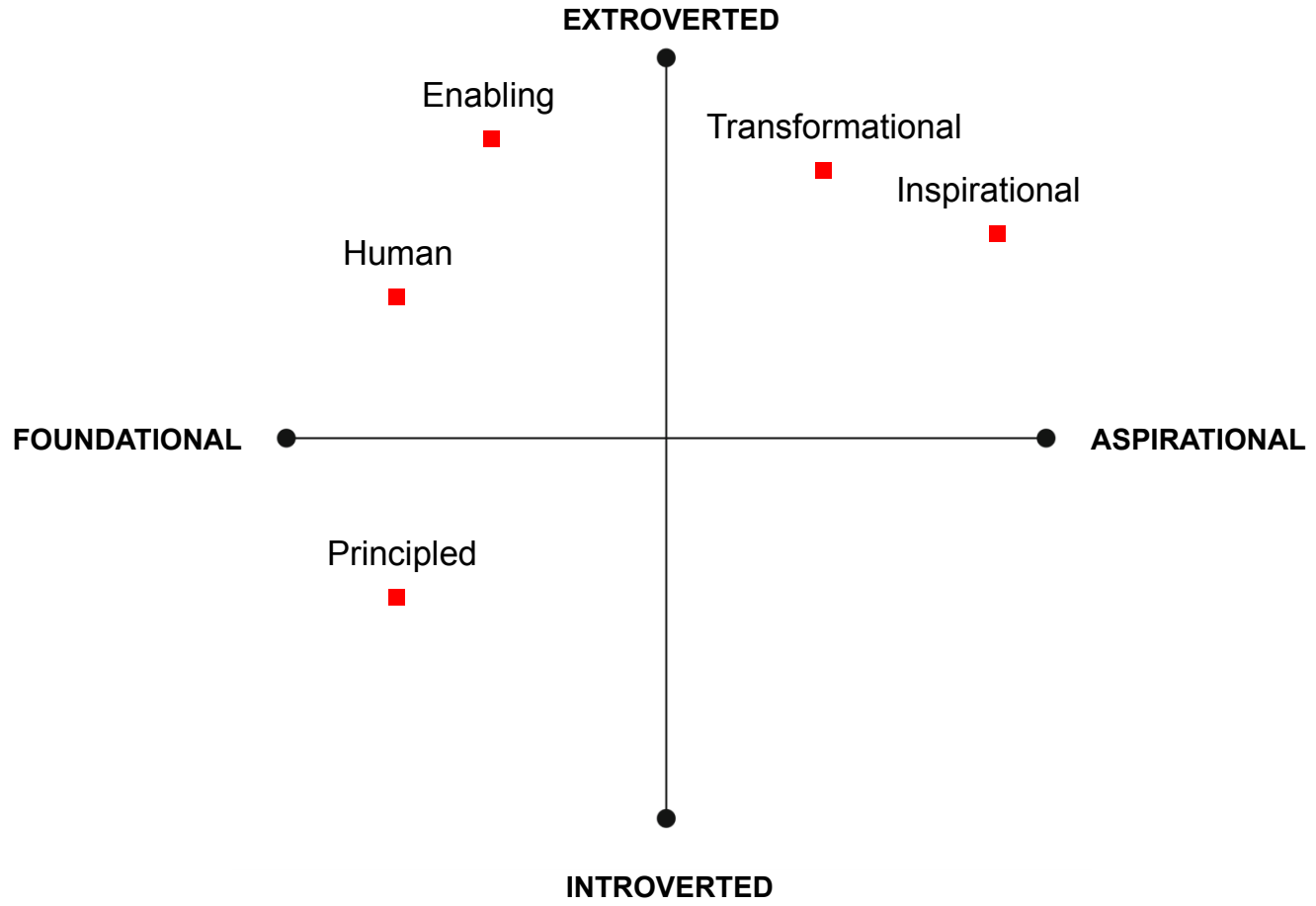
## Corporate Definition:

FranklinCovey is a global training, consulting and implementation company that specializes in organizational leadership and individual effectiveness.

## Point of Innovation:

Proven, principle-based intellectual property and solutions that enable greatness in individual lives, organizations, and communities.

Corporate Personality Traits Matrix:



## Corporate Personality Traits Definitions:

**Principled** > Universal, timeless principles and careful research are the foundation upon which our organization, intellectual property and solutions are built.

**Human** > Our solutions are personal, attainable, practical and relevant—regardless of application.

**Inspiring** > We're passionate, visionary and innovative. We inspire these traits in others.

**Transformational** > Everything we do leads to significant, lasting change because we change paradigms rather than teaching techniques.

**Enabling** > We empower people to achieve proven results that positively affect lives, teams, organizations, and societies.

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MAIN VALUE PROPOSITION

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FranklinCovey solutions enable greatness in individuals, teams, organizations and communities through relevant, significant and lasting change.

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BENEFIT STATEMENTS

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▪ **The Greatness Realization**

- Greatness has indispensable value. It can be predicted, taught, achieved, and sustained. The cognitive process of striving toward it brings exponential benefits.
- Greatness is realized through significant contribution that moves beyond self interest.
- Greatness is defined by personal, organizational and societal relationships, characterized by high levels of trust.

▪ **Magnified Human Potential**

- Individual effectiveness amplifies organizational performance and leads directly to competitive advantage.
- Greatness is built by empowering passionate voices.
- Our business is built on the notion that human beings have seeds of greatness; our job is to nurture those seeds to fulfill their potential.

▪ **Proven Core Competencies**

- Greatness begins with principled, practical strategies and focused execution that leads to significant transformation and tangible results.
- Trusting relationships result from proven approaches that are relevant and effective.
- Our solutions are based on thought leadership that has stood the test of time, and has global impact.