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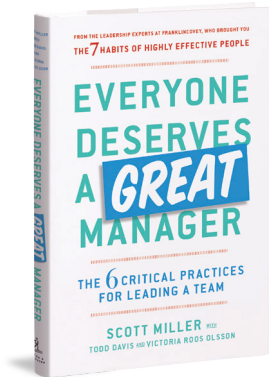
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DISCOVER PROVEN PRACTICES TO **DEVELOP** PEOPLE INTO A HIGH-PERFORMING TEAM!



A practical must-read, FranklinCovey's *Everyone Deserves a Great Manager* is the essential guide for the millions of people making the challenging and rewarding leap to becoming a manager. Based on decades of research, these six practices bring new ways of thinking, tips, and techniques that have been field-tested with leaders all over the world.

THE 6 CRITICAL PRACTICES FOR LEADING A TEAM™

To give leaders the confidence and competence needed to meet the inevitable challenges of managing, this book has shrunk the bewildering world of first-level leadership down to the six most critical practices for leading a team:



PRACTICE 1: DEVELOP A LEADER'S MINDSET

Leaders learn the critical mindset shifts from those of an individual contributor to those of a leader.



PRACTICE 2: HOLD REGULAR 1-ON-1s

By conducting these essential meetings effectively, leaders increase engagement of team members, better understand team issues, and help team members to solve problems to succeed.



PRACTICE 3: SET UP YOUR TEAM TO GET RESULTS

Leaders learn to create clarity about team goals and results, and they delegate responsibility to team members, while providing the right level of support.



PRACTICE 4: CREATE A CULTURE OF FEEDBACK

Both giving and receiving consistent, genuine feedback builds confidence and competence, and increases the performance of a leader and a team.



PRACTICE 5: LEAD YOUR TEAM THROUGH CHANGE

Leaders can take specific actions to help team members navigate and accelerate through change and achieve better performance.



PRACTICE 6: MANAGE YOUR TIME AND ENERGY

The best leaders use weekly planning to focus on the most important priorities and to strengthen their ability to be an effective leader by applying 5 Energy Drivers.

LEARN MORE ABOUT HOW TO BECOME A **GREAT** MANAGER AT [EDAGM.COM](https://edagm.com)

PRESS RELEASE

FranklinCovey and Simon & Schuster Release New Book:

Everyone Deserves a Great Manager: The 6 Critical Practices for Leading a Team

Book Equips First-Level Leaders with Essential Skills and Tools for Leading Teams Effectively

SALT LAKE CITY — (BUSINESS WIRE) — October 8, 2019 — Franklin Covey Co. (NYSE: FC), a global firm specializing in organizational performance improvement, and Simon & Schuster today announced the release of a new book, *Everyone Deserves a Great Manager: The 6 Critical Practices for Leading a Team* (October 8, 2019, Hardcover: \$28, Pages: 208, ISBN: 978-1982112073, www.EDAGM.com). The new book joins an impressive list of books from FranklinCovey, including the mega international bestseller, *The 7 Habits of Highly Effective People*.

Written by bestselling authors, FranklinCovey's Scott Miller (EVP of Thought Leadership), Todd Davis (Chief People Officer), and Victoria Roos Olsson (Senior Leadership Consultant,), *Everyone Deserves a Great Manager* benefits leaders at all levels, but specifically addresses the challenges facing first-level leaders—those who manage teams of individual contributors who don't have direct reports. It provides practical tools and reassuring guidance to develop effective leadership skills from day one and is also essential reading for entrepreneurs who must lead small teams of employees in order to grow their business effectively.

Mid- and senior-level leaders will also find great value in *Everyone Deserves a Great Manager: The 6 Critical Practices for Leading a Team*, as it contains the skills and fundamentals they need to draw on and frequently revisit. For more seasoned managers, the book is part refresher, part midcourse correction, and a collection of enduring principles they can use to coach the first-level leaders who report to them.

First-level leaders have never been more relevant. The multiple layers of leadership in organizations have collapsed, and with this new flat management structure, the vast majority of people are reporting to managers, who now assume unprecedented influence and responsibility, often without enough resources or support to help them lead those on their teams. Timely and applicable to today's ever-changing and evolving workplace, the book was written for the millions of people all over the world who are making the challenging and rewarding leap to management.

Researchers at the *Harvard Business Review* found that on average, people take on their first leadership role at age 30, but don't receive their first leadership training until they're 42, noting that, "They're operating within the company untrained, on average, for more than a decade."

PRESS RELEASE

“Ultimately, we realized that a guide with real people’s experiences, combined with FranklinCovey’s research, could help a lot of managers with their leadership challenges,” said Scott Miller, FranklinCovey Executive Vice President, Thought Leadership. “We’ve collected everything we’ve learned in the book, to help readers lead with confidence. The book provides insights into how and why great leaders think the way they do and nuts-and-bolts best practices for confronting and overcoming the most common leadership problems managers face. It delivers the guidance that most managers hope for when they were promoted, but perhaps didn’t receive. It provides the support, understanding, strategies, and tactics needed to develop as a leader and to lead people to become an engaged, high-performing team.”

Todd Davis, FranklinCovey Chief People Officer, said, “Despite being promoted because of their great success as individual contributors in their organizations, many leaders often find they are not prepared to lead and manage others effectively. They are the least experienced and trained and are learning by trial and error, because they have no other choice. They are expected to transition from focusing on their own results to achieve the team’s results overnight, to know the strengths and weaknesses of their team members, and to have all the answers. They must make sound decisions under ambiguous conditions, hold people accountable, and hit goals they may have had nothing to do with setting. This book will help them with all of these challenges, and more.”

Everyone Deserves a Great Manager: The 6 Critical Practices for Leading a Team addresses the most common problems first-level leaders and new managers must face and briefly explores the limiting mindsets and typical mistakes that led to those problems. The skill-based chapters cover managerial skills like 1-on-1s, giving feedback, delegating, hiring, building team culture, and leading remote teams. The book also includes more than 30 unique tools, such as prep worksheets and a list of questions for 1-on-1s. It’s a great blueprint for becoming the manager every team deserves. Additionally, the exercises at the back of the chapters show readers how to put the 6 Critical Practices™ together, one step at a time. Readers can revisit the insights and action items they note at the end of each chapter and create an action plan that is customized for them.

The book which expands upon FranklinCovey’s leadership solution and work session, *The 6 Critical Practices for Leading a Team™*, is based on decades of research and hundreds of leader interviews into what makes managers successful, as well as on tens of thousands of assessments that have been distilled down to the practices that yield the greatest results for first-level leaders. FranklinCovey has field-tested the principles and practices in the book with thousands of managers around the globe and has simplified the bewildering world of first-level leadership to the six most critical practices for leading a team. The practices equip first-level leaders with the essential skills and tools to accomplish tasks and achieve goals effectively by working well with and through other people, and provide leaders with the confidence and competence they need to meet the inevitable challenges of their role.

PRESS RELEASE

With real-world, relatable stories to provide the blueprint for becoming a great leader, the book outlines *The 6 Critical Practices for Leading a Team*:

1. **Develop a Leader's Mindset:** Leaders learn the critical mindset shifts from those of an individual contributor to those of a leader.
2. **Hold Regular 1-on-1s:** By conducting these essential meetings effectively, leaders increase engagement of team members, better understand team issues, and help team members to solve problems to succeed.
3. **Set Up Your Team to Get Results:** Leaders learn to create clarity about team goals and results, and they delegate responsibility to team members, while providing the right level of support.
4. **Create a Culture of Feedback:** Both giving and receiving consistent, genuine feedback builds confidence and competence, and increases the performance of a leader and a team.
5. **Lead Your Team Through Change:** Leaders can take specific actions to help team members navigate and accelerate through change and achieve better performance.
6. **Manage Your Time and Energy:** The best leaders use weekly planning to focus on the most important priorities and to strengthen their ability to be an effective leader by applying 5 Energy Drivers.

Victoria Roos Olsson, FranklinCovey Senior Leadership Consultant said, “We know that the role of a first-level leader is difficult, but it’s worth doing — and doing well — because they can truly improve the lives and careers of their team members. As leaders, they will have an impact, for better or for worse, on their team’s ability to successfully overcome challenges. We are committed to helping readers become the leader their team deserves by sharing all that we have researched, experienced and learned through the framework of these 6 Critical Practices.”

FranklinCovey’s leadership solution and work session, *The 6 Critical Practices for Leading a Team*, has been adopted by thousands of companies, governments, non-profits, school systems, and universities around the world. The work session can be delivered as a live, one-day training module and includes bite-size articles, videos and tools organized around the solution and an opt-in, email-driven, digital-learning track over a 12-week period. The work session is included in FranklinCovey’s All Access Pass®, an annually renewable pass, which provides passholders with unlimited access to FranklinCovey’s entire collection of best-in-class content. Passholders can assemble, integrate and deliver that content in an almost limitless combination through various delivery channels — live, live-online, on demand and integrated into existing training offerings. To learn more, visit *The 6 Critical Practices for Leading a Team* and FranklinCovey’s All Access Pass.

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PRESS RELEASE

ABOUT THE AUTHORS

Scott Miller is a twenty-three-year associate of FranklinCovey and serves as the executive vice president of thought leadership. Scott hosts multiple podcasts, including *On Leadership with Scott Miller* and *Great Life, Great Career*. Additionally, he is the bestselling author of *Management Mess to Leadership Success: 30 Challenges to Become the Leader You Would Follow* and is a leadership columnist for *Inc.* magazine and *Thrive Global*. Scott previously worked for the Disney Development Company and grew up in central Florida. He lives in Salt Lake City, Utah, with his wife and three sons.

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Victoria Roos Olsson is a senior leadership consultant for FranklinCovey. She is an expert in leadership development and has trained and coached leaders around the world for more than twenty years. Originally from Sweden, she has led learning and development for large organizations across Europe and the Middle East. Married with two daughters, she balances her corporate life with being a yoga instructor and a running coach. She and her family reside in Atlanta, Georgia.

ABOUT FRANKLIN COVEY CO.

Franklin Covey Co. (NYSE: FC) is a global, public company specializing in organizational performance improvement. We help organizations and individuals achieve results that require a change in human behavior. Our expertise is in seven areas: leadership, execution, productivity, trust, sales performance, customer loyalty and education. FranklinCovey clients have included 90 percent of the Fortune 100, more than 75 percent of the Fortune 500, thousands of small and mid-sized businesses, as well as numerous government entities and educational institutions. FranklinCovey has more than 100 direct and partner offices providing professional services in over 160 countries and territories.

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QUESTIONS AND ANSWERS

Q&A WITH THE CO-AUTHORS: SCOTT MILLER, TODD DAVIS, AND VICTORIA ROOS OLSSON

WHAT INSPIRED YOU TO WRITE EVERYONE DESERVES A GREAT MANAGER? (WWW.EDAGM.COM)

Ultimately, we realized that a guide with real people's experiences, combined with FranklinCovey's research, could help a lot of managers with their leadership challenges. We've collected everything we've learned in the book, to help readers lead with confidence. The book provides insights into how and why great leaders think the way they do and nuts-and-bolts best practices for confronting and overcoming the most common leadership problems managers face. It delivers the guidance that most managers hope for when they were promoted, but perhaps didn't receive. It provides the support, understanding, strategies, and tactics to develop as a leader and to lead people to become an engaged, high-performing team.

We know that the role as a first-level leader or new manager can be difficult, but it's worth doing—and doing well—because they can truly improve the lives and careers of their team members. Leaders have an impact, for better or for worse, on their team's ability to successfully overcome challenges, and we are committed to helping readers to become the leader their team deserves by sharing all that we have researched, experienced and learned through the framework of the 6 Critical Practices.

WHO SHOULD READ THIS BOOK?

The book was written to benefit leaders at all levels, but specifically addresses the challenges facing first-level leaders—those who lead teams of individual contributors who don't have direct reports. It provides practical tools and reassuring guidance to develop effective leadership skills from day one and is also essential reading for entrepreneurs who must lead small teams of employees, in order to grow their business effectively.

Mid- and senior-level leaders will also find great value in the book, as it contains the skills and fundamentals they need to draw on and frequently revisit. For more seasoned managers, the book is part refresher, part midcourse correction, and a collection of enduring principles they can use to coach the first-level leaders who report to them.

WHY IS THIS BOOK SPECIFICALLY DIRECTED AT FIRST-LEVEL LEADERS?

First-level leaders have never been more relevant. The multiple layers of leadership in organizations have collapsed, and with this new flat management structure, the vast majority of people are reporting to managers, who now assume unprecedented influence and responsibility, often without enough resources or support to help them lead and manage those on their teams. Timely and applicable to today's ever-changing and evolving workplace, the book was written for the millions of people all over the world who are making the challenging and rewarding leap to management.

QUESTIONS AND ANSWERS

Researchers at the *Harvard Business Review* found that on average, people take on their first leadership role at age 30, but don't receive their first leadership training until they're 42, noting that, "They're operating within the company untrained, on average, for over a decade."

Despite being promoted because of their great success as individual contributors in their organizations, many leaders often find that they are not prepared to lead and managers others effectively. They are the least experienced and trained and are learning by trial and error, because they have no other choice. They are expected to transition from focusing on their own results to achieve the team's results overnight, to know the strengths and weaknesses of their team members, and to have all the answers. They must make sound decisions under ambiguous conditions, hold people accountable, and hit goals they may have had nothing to do with setting. This book will help them with all of these challenges, and more.

WHAT DOES THE BOOK OFFER FIRST-LEVEL LEADERS AND NEW MANAGERS?

The book addresses the most common problems first-level leaders and new managers will face and briefly explores the limiting mindsets and typical mistakes that led to those problems. The skill-based chapters cover managerial skills like 1-on-1s, giving feedback, delegating, hiring, building team culture, and leading remote teams. The book also includes more than 30 unique tools, such as prep worksheets and a list of questions for 1-on-1s. It's a great blueprint for becoming the manager every team deserves. Additionally, the exercises at the back of the chapters show readers how to put the 6 Critical Practices together, one step at a time. Readers can revisit the insights and action items they note at the end of each chapter and create an action plan that is customized for them.

WHAT IS THE MOST DIFFICULT ISSUE NEW MANAGERS FACE?

The most difficult issue most new managers struggle with today is making the big career transition from individual contributor to manager. They rely on the skills that got them promoted and are more apt to do everything themselves, rather than relying on and helping their team to solve problems and learn. And, in the process, they lose their team's trust. Managers often come in with the mindset of achieving results on their own, but they must accept that their work is not just about them now, but about their team. While they got promoted because of their superior performance, now they must focus on helping their team learn to perform and succeed. Fortunately, the practices in the book help managers make this mental leap to leadership, without sacrificing the qualities that made them high-performing, individual contributors.

HOW SHOULD READERS USE THE BOOK?

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.

QUESTIONS AND ANSWERS

HOW DID FRANKLINCOVEY ARRIVE AT THE PRINCIPLES AND PRACTICES IN THE BOOK?

Everyone Deserves a Great Manager: The 6 Critical Practices for Leading a Team is based on decades of research and hundreds of leader interviews about what makes managers successful, as well as tens of thousands of assessments that have been distilled down to the practices that yield the greatest results for first-level leaders. It includes new ways of thinking, tips and techniques to give managers the confidence and competence they need to meet the inevitable challenges of their role. FranklinCovey has field-tested the principles and practices in the book with thousands of managers around the globe and has simplified the bewildering world of first-level leadership to the six most critical practices for leading a team. These practices equip first-level leaders with the essential skills and tools to accomplish tasks and achieve goals effectively by working well with and through other people.

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DOES FRANKLINCOVEY HAVE A TRAINING SOLUTION THAT GOES ALONG WITH THE BOOK?

Yes. *Everyone Deserves a Great Manager: The 6 Critical Practices for Leading a Team* expands upon FranklinCovey's leadership solution and work-session, *The 6 Critical Practices for Leading a Team™*. It is based on decades of research and hundreds of leader interviews into what makes managers successful, as well as on tens of thousands of assessments that have been distilled down to the practices that yield the greatest results for first-level leaders. FranklinCovey has field-tested the principles and practices in the book with thousands of managers around the globe and has simplified the bewildering world of first-level leadership to the six most critical practices for leading a team. The practices equip first-level leaders with the essential skills and tools to

QUESTIONS AND ANSWERS

accomplish tasks and goals effectively by working through other people and provide leaders with the confidence and competence they need to meet the inevitable challenges of their role.

The work session has been adopted by thousands of companies, governments, non-profits, school systems, and universities around the world. It can be delivered as a live, one-day training module and includes bite-size articles, videos and tools organized around the solution and an option for an opt-in, email-driven, digital-learning track over a 12-week period.

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WHO ARE THE AUTHORS OF EVERYONE DESERVES A GREAT MANAGER: THE 6 CRITICAL PRACTICES FOR LEADING A TEAM?

Scott Miller is a twenty-three-year associate of FranklinCovey and serves as the executive vice president of thought leadership. Scott hosts multiple podcasts, including *On Leadership with Scott Miller* and *Great Life, Great Career*. Additionally, he is the bestselling author of *Management Mess to Leadership Success: 30 Challenges to Become the Leader You Would Follow* and is a leadership columnist for *Inc.* magazine and *Thrive Global*. Scott previously worked for the Disney Development Company and grew up in central Florida. He lives in Salt Lake City, Utah, with his wife and three sons.

Todd Davis has been with FranklinCovey for more than two decades and serves as the chief people officer. As the *Wall Street Journal* bestselling author of *Get Better: 15 Proven Practices to Build Effective Relationships at Work*, Todd has delivered keynote presentations and speeches around the globe, including at the renowned World Business Forum. Todd has been featured in *Inc.* magazine, *Fast Company*, and the *Harvard Business Review*. He and his family reside in Holladay, Utah.

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To learn more about the book, visit www.edagm.com.

AUTHORS BIOGRAPHIES



SCOTT MILLER

Scott Miller serves as FranklinCovey's executive vice president of thought leadership. He is the host of *On Leadership with Scott Miller*, a weekly leadership webcast, podcast, and newsletter that features interviews with renowned business titans, authors, and experts. Scott also authors a weekly leadership column for Inc.com and is a regular contributor to Arianna Huffington's *Thrive Global* and the *American City Business Journal*. He is the bestselling author of FranklinCovey's *Management Mess to Leadership Success: 30 Challenges to Become the Leader You Would Follow*.

In his previous roles as executive vice president of business development and chief marketing officer, Scott led the global transformation of FranklinCovey's brand. Prior to that, he served as general manager of client facilitation services and general manager of FranklinCovey's central region. Scott joined the Covey Leadership Center in 1996 as a client partner with the Education division.

Scott began his professional career in 1992 with the Disney Development Company as a founding member of the development team that designed the town of Celebration, Florida. Scott now lives in Salt Lake City, Utah, with his wife and three young sons.

AUTHORS BIOGRAPHIES



TODD DAVIS

Todd Davis is FranklinCovey's chief people officer and the *Wall Street Journal* bestselling author of *Get Better: 15 Proven Practices to Build Effective Relationships at Work*.

Todd has more than 30 years of experience in human resources, talent development, executive recruiting, sales, and marketing. He has been with FranklinCovey for more than two decades, and is currently responsible for global talent development of employees in over 40 offices reaching 160 countries.

Todd led the development of many of FranklinCovey's core offerings and world-renowned content. He has delivered keynote addresses at leading conferences such as World Business Forum, Chief Learning Officer Symposium, Association for Talent Development (ATD), and HR.com's LEAD Conference.

As a respected global thought leader, Todd has been featured in *Inc.*, *Fast Company*, *Harvard Business Review*, and *Thrive Global*.

Todd has served on HR.com's advisory board for the Institute of Human Resources, and is a member of the Association for Talent Development (ATD) and the Society for Human Resource Management (SHRM). Todd and his family reside in Holladay, Utah.

AUTHORS BIOGRAPHIES



VICTORIA ROOS OLSSON

Victoria Roos Olsson is a senior leadership consultant at FranklinCovey. She is an expert in leadership development and has trained, developed, and coached managers around the world for the past 20 years. She has also led learning and development divisions for large corporations in Europe and the Middle East, including Jumeirah and Hilton.

Victoria is an experienced keynote speaker who engages her audience, whether 20 or 2,000 people are in the room. She is an expert facilitator of several FranklinCovey offerings, and served on the development team for *The 7 Habits of Highly Effective People*® and *The 4 Essential Roles of Leadership*® work sessions. She effortlessly combines enthusiasm with focus and drive, helping leadership teams achieve their desired results.

Victoria is a native Swede and has a bachelor's degree in economics and hotel management from the renowned Hotelschool The Hague in the Netherlands.

Victoria is passionate about holistic leadership and draws on her expertise as a certified yoga instructor and running coach. An additional passion project is the podcast *Roos&Shine* that she hosts with her sister, with listeners in over 70 countries. Victoria leads an international life with her husband and two daughters.