

THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE

30TH ANNIVERSARY EDITION

STEPHEN COVEY with SEAN COVEY

STEPHEN COVEY (1932-2012) was an internationally acclaimed business leader and leadership authority. He was the co-founder of Franklin Covey, and a highly respected keynote speaker. *The 7 Habits of Highly Effective People* has now sold more than 40 million copies in over 40 languages, and has been named as the #1 most influential business book of the 20th century. Stephen Covey was a graduate of the University of Utah, Harvard Business School, and Brigham Young University. He was professor of business at Utah State University at the time of his death aged 79 years.

SEAN COVEY is Stephen Covey's son. He is president of FranklinCovey Education, and has built a successful career as a business executive, author, speaker, and innovator. Sean Covey is a graduate of Brigham Young University and Harvard Business School and has written several books including bestseller *The 4 Disciplines of Execution*.

The website for this book is at: www.FranklinCovey.com/the-7-habits

ISBN 978-1-77687-025-7

MAIN IDEA

The *7 Habits of Highly Effective People* was first published in 1989. 40 million copies later, its message is needed now more than ever. The 7 Habits remind us that no matter what the conditions of the world are, we still have the power to choose. We have everything that we need within us to build quality relationships, and find new and better ways to work together.

The 7 Habits OF HIGHLY EFFECTIVE PEOPLE



(((Inside out)))

The essence of the 7 Habits is to enhance your personal effectiveness, you first need to master Habits 1–3 to achieve a private victory. Do this and you're at the stage of dependence, which has the paradigm : "You take care of me, and therefore I blame you for the results".

Master Habits 4–6 and you achieve a public victory. At that stage, independence becomes your prevailing paradigm: "I am self-reliant, and can choose and generate my own results".

True personal effectiveness, however, only becomes possible once you also master Habit 7. Then interdependence will be your paradigm: "We can collaborate, and combine our talents, to create something great together".

The 7 Habits show that true success always comes from the inside-out, and never from the outside-in. You need the character growth that moves you from dependence to independence before you can ever become interdependent. Private victories always precede public victories.

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(((Inside out)))

Habit #1	Be proactive
Habit #2	Begin with the end in mind
Habit #3	Put first things first
Habit #4	Think win/win
Habit #5	Seek first to understand ... Then to be understood
Habit #6	Synergize
Habit #7	Sharpen the saw

An overview of the 7 Habits. Pages 2 - 3

The 7 Habits provides an integrated framework for becoming more effective, based on paradigms, principles and personal habits. Your character is a composite of your habits, and the 7 Habits approach is for you to move progressively from dependence to independence, and then ultimately to interdependence.

Private Victory – Habits #1 – 3 Pages 4 - 5

Habits 1, 2, and 3 deal with self-mastery. These are the private victories, which always must precede the public victories you hope to have in the future. Private victories are the essence of character growth. Achievements always come from the inside-out. If you're trying to generate success from the outside-in, that's like trying to harvest a crop before you plant it.

Public Victory – Habits #4 – 6 Pages 6 - 7

Habits 4,5, and 6 form the basis for true independence. These are the public victories of teamwork, cooperation, and communication. Interdependence can only be built on a foundation of true independence. You can't be successful working with other people if you haven't paid the price of success with yourself first. Interdependence is a choice only independent people can make.

Personal Effectiveness – Habit #7 Page 8

Habit 7 is about collaboration. You take time on a regular basis to renew and refresh your personal stores of energy, and then look outwards for opportunities to collaborate and create with others. You work from the inside-out (character-driven) rather than the outside-in (circumstances-driven). By centering your life and career on correct principles rather than quick fixes, you become empowered to do more and be more.