

THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE

An Approach To Solving Personal and Professional Problems

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STEPHEN COVEY is co-founder and co-chairman of FranklinCovey Company, the world's largest management and leadership development company. He is also the author or coauthor of *Principle-Centered Leadership*, *First Things First*, *Daily Reflections For Highly Effective People*, *The 7 Habits of Highly Effective Families* and *First Things First Every Day*. Dr. Covey is a graduate of the University of Utah, Harvard Business School and Brigham Young University.

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Main Theme

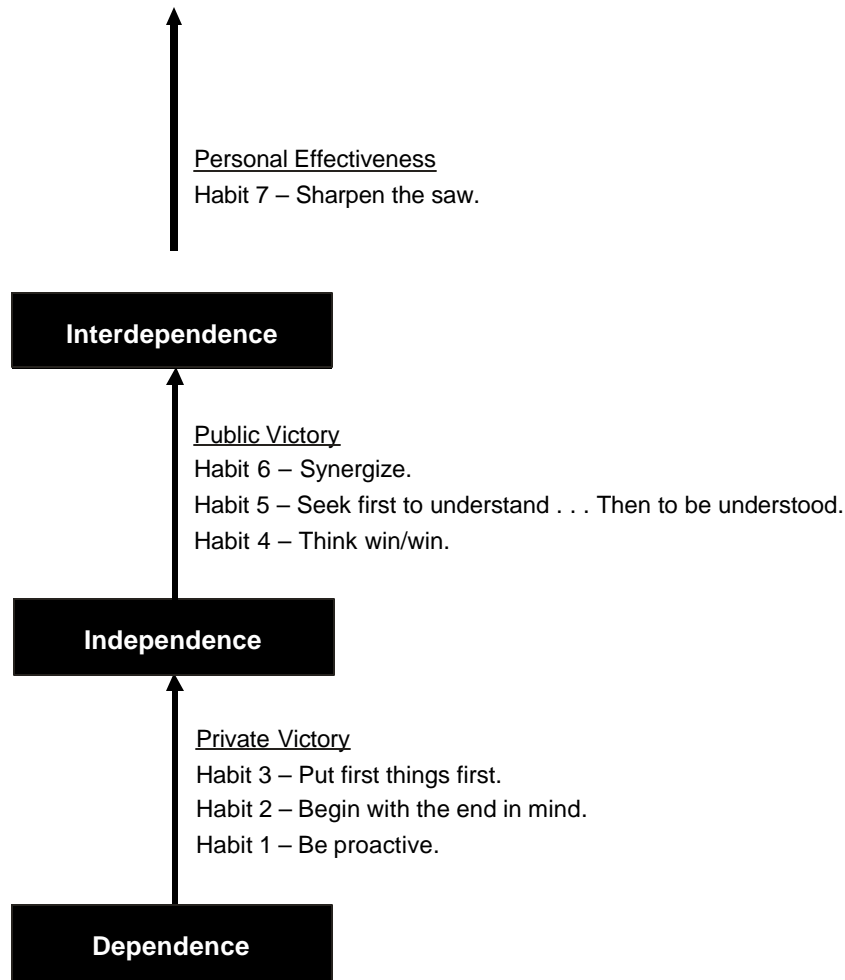
The 7 Habits provide an incremental, sequential, integrated approach to the development of personal effectiveness moving us progressively from dependence (on others) to independence (taking care of ourselves) to interdependence (looking after others and combining strengths to multiply our individual effectiveness).

The first three habits are the basis for private victories in which we develop the fiber of our own character traits.

The second three habits are for public victories, those situations where we work with other people.

The final habit improves the effectiveness of our lives in all areas.

The 7 Habits give the ability to work from the inside out to build character of total integrity.



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