LEADERSHIP
Great Leaders • Great Teams • Great Results

FranklinCovey. THE ULTIMATE COMPETITIVE ADVANTAGE
The call and need of a new era is for greatness. Tapping into the higher reaches of human genius and motivation requires leaders to have a new mind-set, a new skillset, and a new tool-set.”

Stephen R. Covey (1932 - 2012)

**FranklinCovey Vietnam**

Beginning 2014, FranklinCovey is officially a global partner of PACE Institute of Management (PACE). PACE, as FranklinCovey Vietnam, exclusively provides FranklinCovey’s core practices in leadership development and effectiveness solutions in Vietnam.

FranklinCovey is the global leader in the areas of leadership development, effectiveness solution and strategy execution, currently operating in more than 150 countries. FranklinCovey’s clients include 90 percent of the Fortune 100 (based on Fortune Magazine ratings), more than 75 percent of the Fortune 500, as well as numerous government entities and educational institutions worldwide. Among FranklinCovey’s many world-class training programs, some include Leadership: Great Leaders, Great Teams, Great Results®; 7 Habits of Highly Effective People®, Leading at the Speed of Trust®; and 5 Choices® to Extraordinary Productivity.

This collaboration between PACE, a leading school for business leaders in Vietnam, and FranklinCovey, a global leader in greatness solutions for individuals and organizations, is a strategic milestone for PACE to further achieve its mission in developing leadership capacity and business knowledge for individuals and organizations. By PACE teaming with FranklinCovey, this new partnership also opens tremendous opportunities for strategy of leadership development and capacity building to individuals and organizations across Vietnam.

**Mission**

“We enable greatness in people and organizations everywhere.”

**Solutions**
We enable greatness in people and organizations everywhere

Leadership: Great Leaders, Great Teams, Great Results

“Leadership is communicat-ing to people their worth and potential so clearly that they come to see it in themselves.”

Stephen R. Covey (1932 - 2012)

ACHIEVING ORGANIZATIONAL GREATNESS THROUGH KNOWLEDGE-AGE LEADERSHIP.

Today’s Leadership Crisis

The transition from the Industrial Age to the Knowledge Worker Age has resulted in four chronic problems faced by today’s leaders. These include:

1. Trust in leaders at historic lows. Just when the payoff for trust was never higher, we have wary customers, hesitant partners, a cynical public, and suspicious employees.

2. Strategic uncertainty. Challenges that once took years to materialize now arise overnight; competitive advantages vanish, governments vie for capital and talent; and hyper-paced technological change means that someone on the other side of the world just turned your business on its head.

3. An ominous shortage of experienced leadership. In some countries, throngs of leaders are retiring. And other rapidly-growing countries lack qualified leaders. The result? Inconsistent execution, weak decisions, missed opportunities, and unfulfilled employees.

4. The war for talent. Just when the right idea can change an industry, knowledge and creativity are at a premium—and totally mobile. People no longer satisfied with just showing up want to make a difference. The best people hire their employers, not the other way around. And the contribution they can make is more motivating than their paycheck.

SOLUTION

Leaders unleash talent and capability by carrying out the 4 Imperatives in a “whole person” way. They are sequential in that one builds upon another, and simultaneous—meaning that you must constantly pay attention to all four in order to sustain outstanding performance.

Great leaders can be defined as having these 4 Imperatives:

1. Imperative 1: Inspire Trust—to build credibility as a leader, so that people will trust you with their highest efforts.

2. Imperative 2: Clarify Purpose—to define a clear and compelling purpose that people will want to offer their best to achieve.

3. Imperative 3: Align Systems—to create systems of success that support the purpose and goals of the organization, enable people to do their best work, operate independently of you, and endure overtime.

4. Imperative 4: Unleash Talent—to develop a winning team, where people's unique talents are leveraged against clear performance expectations in a way that encourages responsibility and growth.

Overcome today’s challenges by tapping into the best thinking of well-known leadership experts such as:

- Jack Welch (former head of GE)
- Ram Charan (Execution: The Discipline of Getting Things Done)
- Fred Reichheld (The Ultimate Question)
- Clayton Christensen (The Innovator’s Dilemma)
- Stephen R. Covey (The 7 Habits of Highly Effective People)
- Stephen M. R. Covey (The Speed of Trust)
Assessing and Implementing the Principles of Great Leadership

More than just a training event, Leadership: Great Leaders, Great Teams, Great Results takes a process-oriented approach to developing great leaders. The process, as outlined below, includes:

- Prework to help you prepare for the experience, including defining a personal leadership challenge or opportunity you want to focus on.
- A Leadership Quotient (LQ) assessment to measure your leadership capabilities against the 4 Imperatives of Great Leaders.
- A full set of electronic tools, videos, and other resources to help you implement what you have learned and achieve new levels of results when you return to your organization.
- Exclusive access to online leadership tools, expert interviews, and other resources at www.leadershipcontract.com.
- A follow-up Leadership Quotient assessment (six months after the program)

Without leaders who can connect the efforts of their team to the critical objectives of the organization, no organization has ever become great. Put your leaders on the path to greatness today.