



# Building a Proactive 7 Habits Culture Through Leadership In A Down Economy

**Dr. Stephen R. Covey**  
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**7 Habits of Highly Effective People**

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Portfolio Manager

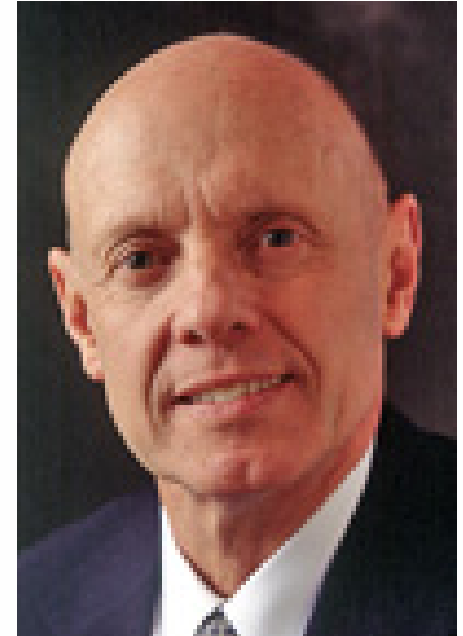
**AMA**

**Dave Summers**  
New Media Producer


**AMA**

# Stephen R. Covey


- Recognized as one of *Time* magazine's 25 most influential Americans.
- Dedicated to demonstrating how persons can truly control their destiny with profound, yet straightforward guidance.
- An internationally respected leadership authority, family expert, teacher, organizational consultant, and author, he has given insight to millions.
- His books have sold over 20 million copies in 38 languages, including *First Things First*, *Principle-Centered Leadership*, *The 7 Habits of Highly Effective Families*, and *The 7 Habits of Highly Effective People®*.



# Moving from the Industrial Age to the Knowledge Worker Age

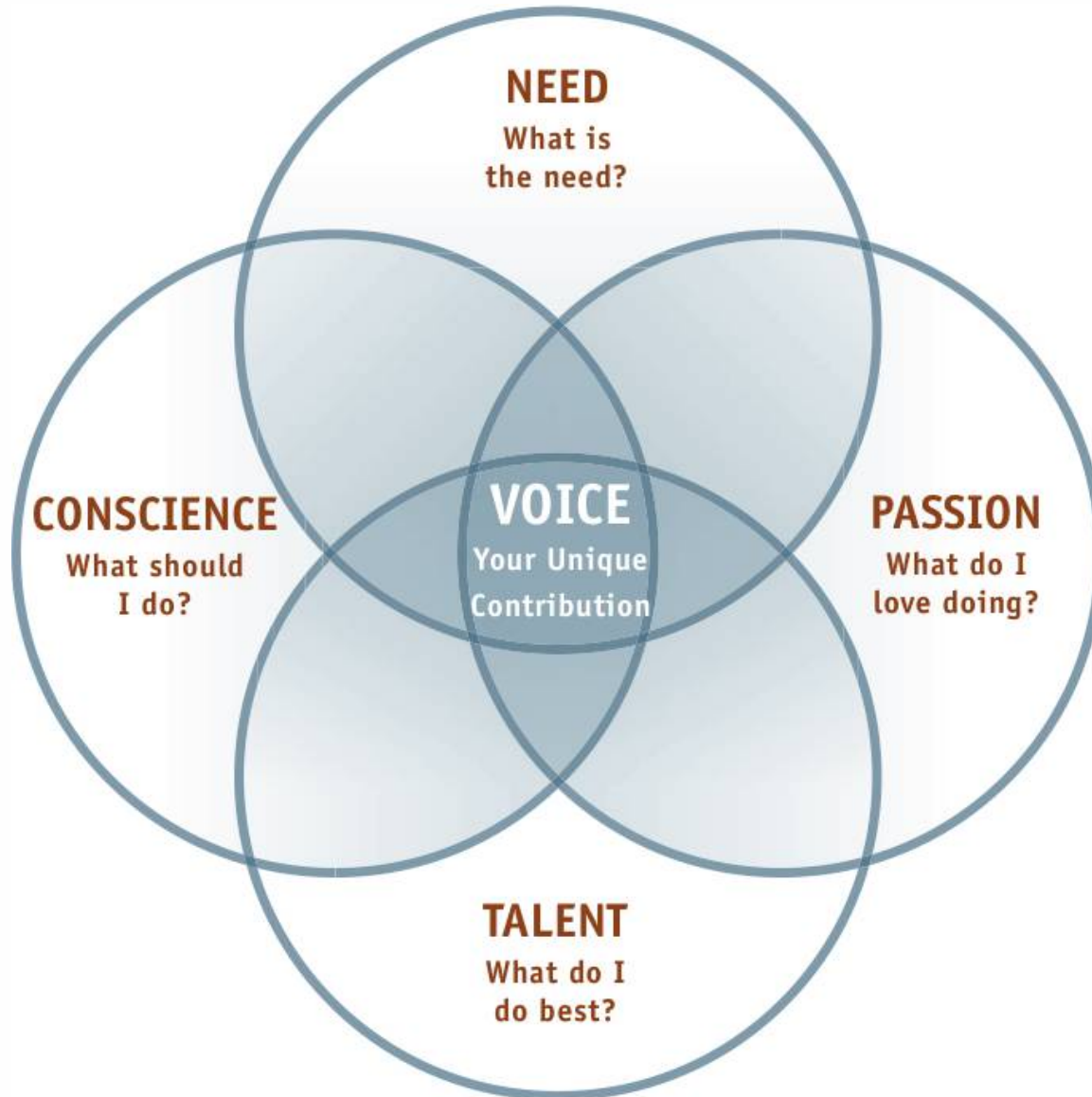
	Industrial Age 	Knowledge Worker Age
Overall Philosophy	Kind Control	Unleash Talent
Leadership	Position (formal authority)	Choice (moral authority)
Culture	Boss Centered	Complementary Team: Servant Leadership
People	People – Expensed	People – Voiced, primary leveraged asset
Motivation	External	Internal (Inspiration)
Management	The Boss owns responsibility for results, therefore manages and motivates	The Culture owns responsibility for results, therefore self manages

# The 8th Habit



**Personal  
Greatness**  
*(Find Your Voice)*  
***"The 7 Habits"***

# Finding Your Voice



# The 8th Habit

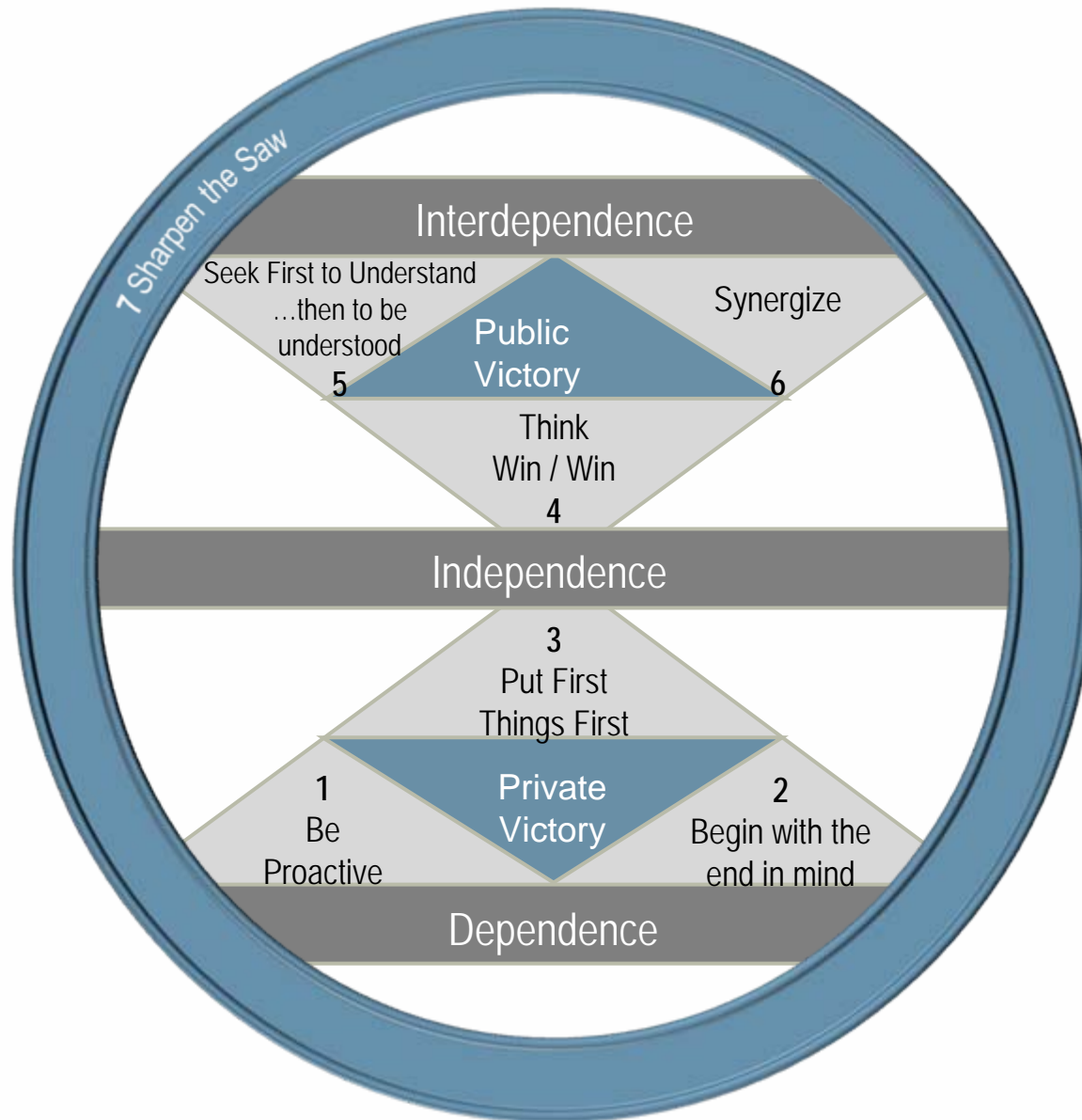
**Personal  
Greatness**  
*(Find Your Voice)*  
**“The 7 Habits”**

**Leadership  
Greatness**  
*(Inspire others to find  
their voice)*  
**Inspire Trust, Clarify Purpose,  
Align Systems, Unleash Talent**

# The 8th Habit



# The 7 Habits of Highly Effective People





# Force-Field Analysis

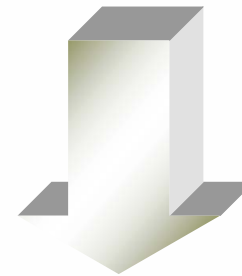
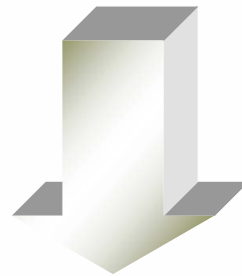
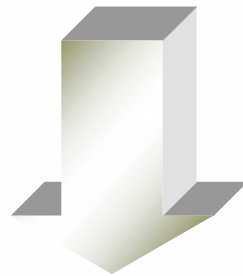
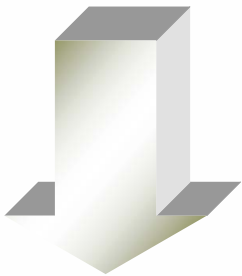
Desired Level  
(Vision)

## Restraining Forces (Cultural, Emotional)

Personal

Interpersonal

Managerial Organizational



Current  
Level  
(360°)

Personal


Interpersonal

Managerial

Organizational

## Driving Forces (Economic, Logical)

# Moving from the Industrial Age to the Knowledge Worker Age

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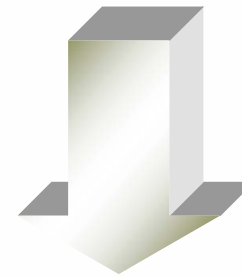
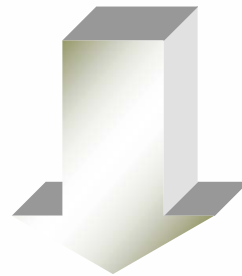
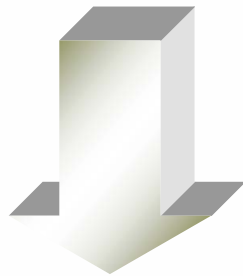
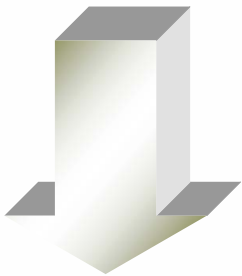
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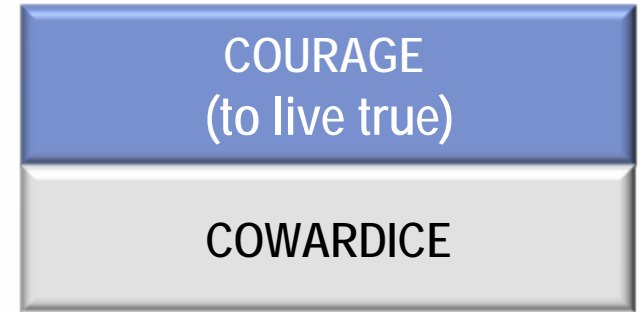
Managerial

Organizational

## Driving Forces (Economic, Logical)

# Principle-Centered Living — Three Generations

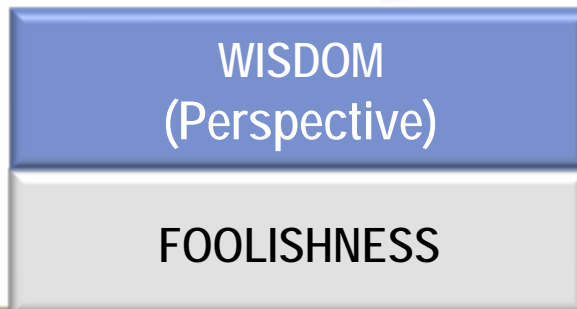
Parents



Child



Grand children



# Third Alternative (Higher Middle Ground)

**Synergy**



**Win-Lose/  
Lose-Win**  
Defensiveness/  
Martyrdom

**Compromise**

# Deming Prize-Winning Organizations vs. Other Organizations

	Urgent	Not Urgent
Important	<p>I</p> <p>20-25% (D) 25-30%</p>	<p>II</p> <p>65-80% (D) 15%</p> <p>Habits 1-8 4 Roles</p>
Not Important	<p>III</p> <p>15% (D) 50-60%</p>	<p>IV</p> <p>less than 1% (D)</p>

## Two Steps to Achieving Synergy: (Third Alternatives)

Would you be willing to **search** for a solution that is ***better than*** what either one of you (us) have proposed?

(Habits 4,6)

3

Would you agree to a simple ground rule: No one can make his or her point until they have restated the other person's point to his or her satisfaction.

(Habit 5)

# Modes of Communication

Transformation

**Synergy-  
Third Alternative**  
(1 + 1 = 3, 10, 100)

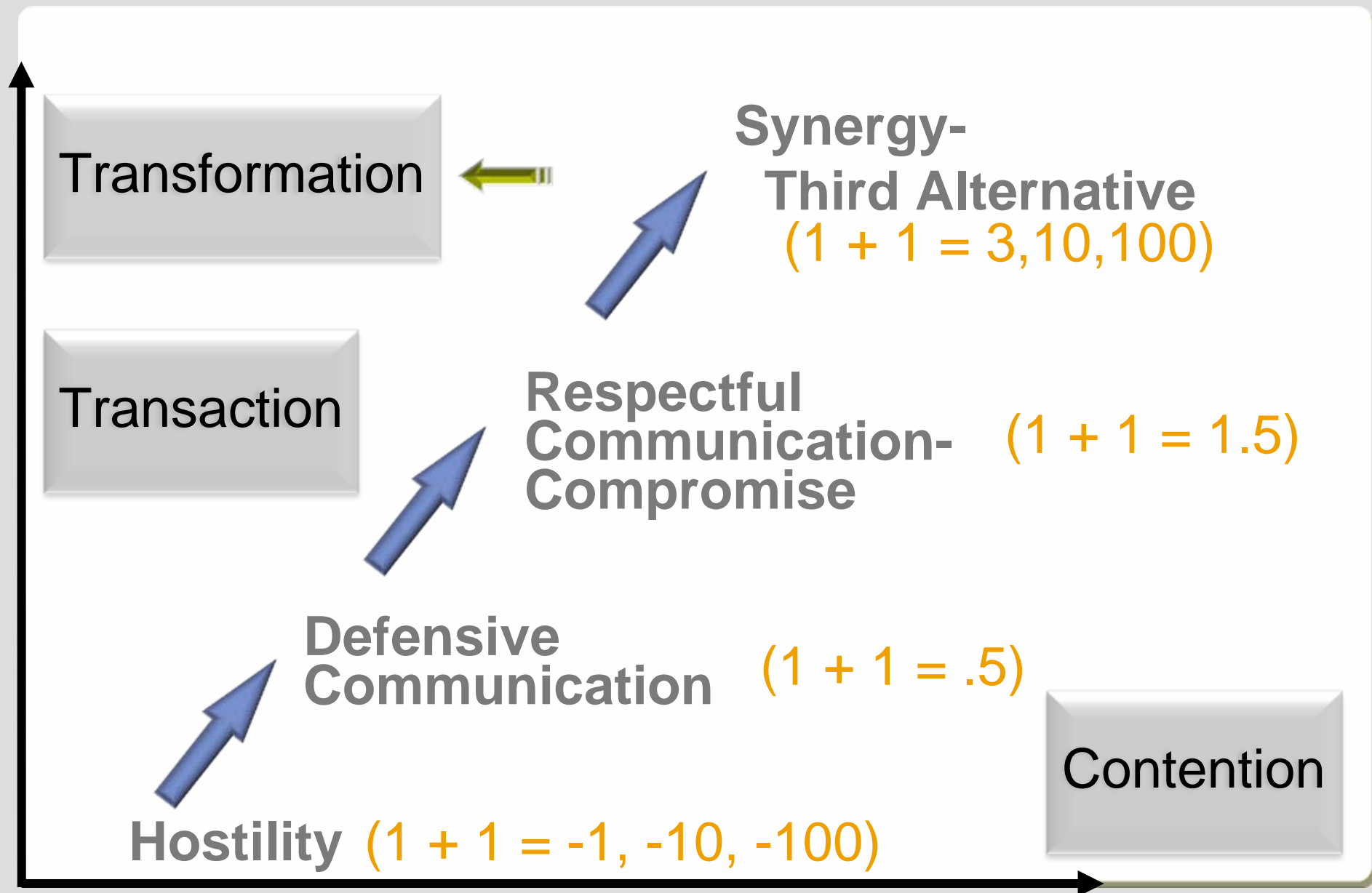
Transaction

**Respectful  
Communication-  
Compromise** (1 + 1 = 1.5)

**Defensive  
Communication** (1 + 1 = .5)

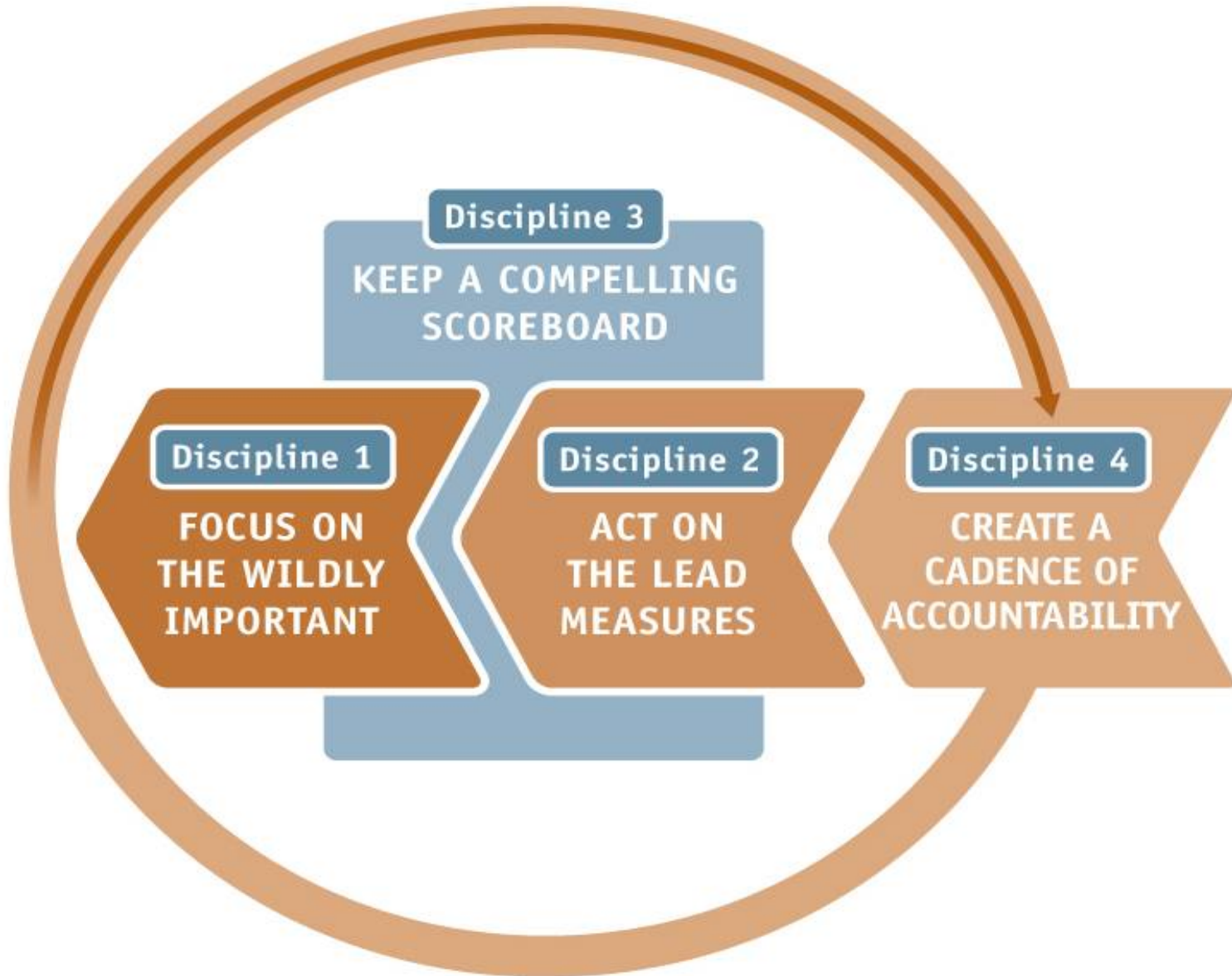
Contention

**Hostility** (1 + 1 = -1, -10, -100)





# The 4 Disciplines of Execution



# LIGHT

*(Scoreboard Information Transparency)*

is the greatest  
disinfectant  
and growth agent

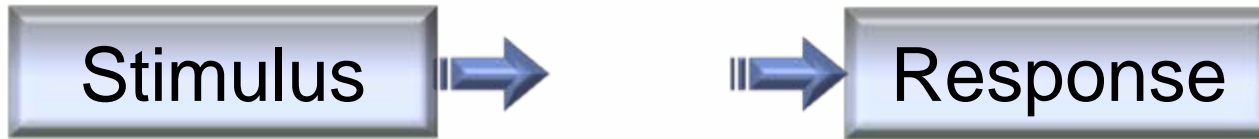
**We do not see the world as it is;  
we see the world as we are.  
Our mind creates our world.**

**Between stimulus and response, there is a space. In that space lies our freedom and power to choose our response. In those choices lie our growth and our happiness.**

# Freedom to Choose



Personal Level  
(Muscle Development)



Relationship Level  
(Skill Development)



Organizational Level  
(Team / System Development)



Human Need Level  
(Competitive Play)

(Home Place/Work Place/Marketplace/Community/etc.)



# 4 Elements of Greatness

*Sustained Superior Performance(\$)*

Winning Culture of Unleashed People (xQ)

Loyal Promoting Customers and Partners (NPS/360)

Distinctive Contribution

**Personal Greatness**  
*(Find Your Voice)*  
**“The 7 Habits”**

**Results**

**Leadership Greatness**  
*(Inspire others to find their voice)*  
**Inspire Trust, Clarify Purpose, Align Systems, Unleash Talent**

**Organizational Greatness**  
*(Institutionalized Focus & Execution)*  
**4DX**

# xQ: Performance Needs Assessment

## What is xQ?

xQ is an abbreviation for Execution Quotient

Gauges the organization's ability to execute its most important goals

27 questions (22 objective, 5 open ended)

Accessible from any computer on the Internet

It takes 15 minutes to respond

Results are anonymous—can't be traced

To take a Free Individual xQ Sample go to:  
[www.the8thhabit.com](http://www.the8thhabit.com)

# The Ultimate Question

- After decades of research, only one question correlates to an organization's profitable growth:

How likely is it that you would recommend this product or service to a friend or colleague?

Not at All Likely

Extremely Likely

0 1 2 3 4 5 6 7 8 9 10

0-6

7-8

9-10

Detractors

Passive

Promoters



# Listening Continuum

1. Ignoring

2. Pretend Listening  
(Patronizing)

3. Selective Listening

4. Attentive Listening

5. Empathic  
Listening

WITHIN THE OTHER'S  
FRAME OF REFERENCE

WITHIN ONE'S OWN  
FRAME OF REFERENCE

# Webcast Follow-ups: \$200 discount

## AMA Seminars related to today's presentation:

- **The 7 Habits of Highly Effective People® 3-Day Signature Program (#2601)**
- **The 7 Habits of Highly Effective People® for Managers 2-Day Workshop (#2602)**
- **Leading Through a Recession (#2567)**

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## Upcoming Webcasts

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- May 6: **Emotional Intelligence: A powerful Tool For Effective Management**
- May 13: **Chaotics: Managing and Marketing in a Time of Turbulence**
- June 10: **Voice of Success For Women: Simple Vocal Skills That Will Accelerate Your Business Image**

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[www.amanet.org/editorial](http://www.amanet.org/editorial)

## Upcoming Webinars!

- **May 12: Managing Your Workload: How to Prioritize When Everything Is Important**

Q: How do you move the culture of an organization away from the industrial age?



For details and registration, visit: [www.amanet.org/events](http://www.amanet.org/events)

# Upcoming Webinars!

- **May 12: Managing Your Workload: How to Prioritize When Everything Is Important**

Q: I'm intrigued by the notion that smaller groups are more authentic while larger groups are more politically correct. How do you use this phenomenon to influence healthier cultures?



For details and registration, visit: [www.amanet.org/events](http://www.amanet.org/events)

## Upcoming Webinars!

- **May 12: Managing Your Workload: How to Prioritize When Everything Is Important**

Q: How do you suggest that one approach upper management who are trying to control costs and processes especially in this current environment when the funds are scarce?



For details and registration, visit: [www.amanet.org/events](http://www.amanet.org/events)

## Upcoming Webinars!

- **May 12: Managing Your Workload: How to Prioritize When Everything Is Important**

Q: In uncertain times people tend to cling to that which they are comfortable and know well. What tool would you say is the key to making this much needed paradigm shift during turbulent times?



For details and registration, visit: [www.amanet.org/events](http://www.amanet.org/events)

## Upcoming Webinars!

- **May 12: Managing Your Workload: How to Prioritize When Everything Is Important**

Q: I work in a large multinational corporation but have a much smaller sphere of influence. What's the best way to get started within my own sphere of influence to affect change along these lines?



For details and registration, visit: [www.amanet.org/events](http://www.amanet.org/events)



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