



The FranklinCovey Impact Platform

The easiest, most effective way to
generate behavior change at scale.

FranklinCovey

Benefits

The FranklinCovey Impact Platform's innovative technology provides an effective way to equip everyone in your organization with the mindsets and behaviors needed to do their very best work.

Powerful Content with Flexible Approaches: Our principle-centric content is available in multiple learning modalities—Live-Online, Live In-Person, OnDemand, and Microlearning—to fuel development and increase learners' skills and capabilities.

Measurable Outcomes for Clients and Learners: Measurement of learner activity, progress, engagement, enjoyment, and efficacy provides actionable data for strategic learning and development decisions.

Easy to Operate, Easy to Consume: Our simple, but powerful platform allows admins and learners to easily find, assign, and consume content with the click of a button.

Change Behavior, Don't Just Check a Box: Our easy-to-use technology motivates learners to complete intentional application through clear benchmarks, engaging content, safe practice environments, and then applying learning in the real world.

“The Impact Platform helps to solve every L&D professional's main pain points—application and reinforcement. It enables me to drive more impact in my role, reaching more people in more meaningful ways, all while creating an integrated experience for learners and leaders.”

—VP Talent Development, Financial Services

Skills Diagnostic

Reflect on and prioritize areas to expand leadership and self-effectiveness skills.



360 Diagnostic

FranklinCovey's 360 Diagnostic measures 25+ skills for learners and administrators to identify skill gaps, measure outcomes, and guide learning experiences. Additional 360 Diagnostics allow learners to track growth and progress overtime.

360 Coach or Self Reveal

Learners can reflect on their current skills and capabilities on their own or with a FranklinCovey coach. Learners can prioritize the areas they want to focus on and receive recommendations to begin their learning.

Learning Experience

Absorb courses and microlearning directly related to prioritized capabilities and skills.

Courses

FranklinCovey Courses are comprised of our best-in-class content to develop exceptional leaders at every level, instill habits of effectiveness in every individual, build an inclusive high-trust culture, and ultimately achieve breakthrough results.

Our core courses, available in all modalities, include:

- *The 5 Choices to Extraordinary Productivity™*
- *The 4 Essential Roles of Leadership™*
- *The 6 Critical Practices for Leading Team™*
- *The 7 Habits of Highly Effective People®: Signature Edition 4.0*
- *Change: How to Turn Uncertainty Into Opportunity™*
- *Fundamental Beliefs of Trust & Inspire Leaders™*
- *Leading at the Speed of Trust®*
- *Multipliers®: How the Best Leaders Ignite Everyone's Intelligence*
- *Project Management for the Unofficial Project Manager®*
- *Speed of Trust® Foundations*
- *Unconscious Bias: Understanding Bias to Unleash Potential™*

Microcourses

FranklinCovey's OnDemand Microcourses are skill-specific, bite-sized journeys. Investing only a few minutes per week, learners will adopt new, effective mindsets and behaviors. Microcourses are self-paced with an interactive syllabus of videos, articles, tools, and application challenges.

Microlearning

Microlearning, organized by skill, helps learners quickly solve the problems they are facing in their day to day with tips, tools, and advice they can apply in the moment.



Application

Practice new and reinforced skills in a safe environment and apply it in the workplace.

Application Challenges

Application Challenges encourage learners to take what they learned in the course and apply it in the real world. This built-in social accountability increases the impact of learning.

Automated Reinforcement

Automated Reinforcement emails include microlearning content to fortify what they've learned. The automation makes application over time easy.

The image shows a smartphone screen with a mobile application interface. At the top, there's a header with a hamburger menu icon, the text 'Configure your cellphone so it's harder to ac...', and a small circular icon. Below this is a sub-header 'Application Challenge'. A progress bar with four icons (a flag, a document, a magnifying glass, and a group of people) is visible. The main title is 'Choose Your Challenge'. Below it, the challenge title is 'Configure your cellphone so it's harder to access work messages'. The text describes the challenge: 'Even if you know you shouldn't let work invade your off time, your phone still beckons with pings, alerts, and red circles — reminding you that work messages are stacking up. Why not take a quick peek? After all, maybe your colleague needs a fast response, or your boss has a burning question, or there's an issue you can head off if you look now. But even short check-ins jolt you back into work mode, stress and all. Finding small ways to untether can help you restore work/life balance.' Below this is a prompt: 'List all the different phone applications you use for work. Do you check your calendar? Emails? Instant messaging?' followed by a text input field. Another prompt follows: 'What about the way your phone is set up prompts you to check work messages? Is it sound alerts, calendar notifications on your lock screen, red badges that display a growing number of emails, or pings from communication apps like Slack?' followed by another text input field. At the bottom right, there is a blue button labeled 'Next'.

Admin Experience

Quickly deploy and measure the effectiveness of company-wide initiatives.

Admin Platform

The Admin Platform is designed to help admins manage content and measure outcomes, providing actionable data to make strategic learning and development decisions.

Reporting Dashboard

Administrators have access to key metrics across your entire organization in one simple, intuitive Reporting Dashboard. It shows team performance by categories including engagement, enjoyment, efficacy, and learning opportunities.



Achieve Breakthrough Results with FranklinCovey

FranklinCovey is the most trusted leadership company in the world, with operations in over 160 countries. We transform organizations by building exceptional leaders, teams, and cultures that get breakthrough results. Available through the **FranklinCovey All Access Pass®**, our best-in-class content, experts, technology, and metrics seamlessly integrate to ensure lasting behavior

change at scale. Our approach to leadership has been tested and refined by working with tens of thousands of teams and organizations over the past 30 years. FranklinCovey is the most trusted leadership company in the world.

To learn more, email info@franklincoveyme.com or call us at +971 4 332 2244

