

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

## AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that—our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?  
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

**Need help?** Contact 1-877-566-9441 or visit [www.amanet.org/2601](http://www.amanet.org/2601)

# The 7 Habits of Highly Effective People® Signature Edition 4.0

**A seminar designed to improve your personal effectiveness and productivity.**

---

By FranklinCovey—Available through AMA. *The 7 Habits of Highly Effective People® Signature Edition 4.0* program is based on the teachings of Dr. Stephen R. Covey.

---

No matter how capable a person you are, you will not have sustained and lasting success unless you are able to effectively lead yourself, influence, engage, and collaborate with others—and continuously improve and renew your capabilities. The seven habits of highly effective people are at the heart of team, organizational, and personal effectiveness.

Renowned as the world's premier personal [leadership development and training program](#), *The 7 Habits of Highly Effective People* aligns **timeless principles of personal effectiveness with the relevancy of today's practices as well as modern technology**. The new Signature 4.0 seminar takes the 7 Habits teachings to a whole new level. The new 7 habits seminar by AMA includes even more **tools and processes to help you live and apply the 7 Habits**, including more than 30 new, world-class videos, a new *Living the 7 Habits* mobile app, new Skill and Practice cards with 20 new 7 Habits practices, and much more.

## How You Will Benefit

- Execute critical priorities with laser-like focus and careful planning
- End self-defeating behavior and gain the necessary security you need to change
- Develop strong relationships based on mutual trust
- Be prepared to deal with difficult circumstances before they happen
- Know how to increase team engagement, morale, and collaboration
- Apply a framework for developing core values and creating a highly effective culture
- Recognize how to develop high-potential leaders who model competence and character

## What You Will Cover

PARADIGMS AND PRINCIPLES OF PERSONAL EFFECTIVENESS:

- Assess paradigms and align to principles of personal effectiveness

## HABIT 1: BE PROACTIVE®

- Assume responsibility, focus and act on what can be controlled and influenced, instead of what can't

## HABIT 2: BEGIN WITH THE END IN MIND®

- Define clear measures of success and a plan to achieve them

## HABIT 3: PUT FIRST THINGS FIRST®

- Prioritize and achieve your most important goals, instead of constantly reacting to urgencies

## HABIT 4: THINK WIN-WIN®

- Collaborate more effectively with others by building high-trust relationships of mutual benefit

## HABIT 5: SEEK FIRST TO UNDERSTAND, THEN TO BE UNDERSTOOD®

- Influence others by developing a deep understanding of their needs and perspectives

## HABIT 6: SYNERGIZE®

- Develop innovative solutions that leverage diversity and satisfy all key stakeholders

## HABIT 7: SHARPEN THE SAW®

- Increase motivation, energy, and work/life balance by making time for renewing activities

## Who Should Attend

Anyone who wants to learn how to apply the power of effectiveness for greater success in their business and personal lives, and feel more satisfied with what they accomplish each day.

## Special Feature

### PRE-WORK REQUIRED

*The 7 Habits® Assessment*—A questionnaire that you can take as a self-assessment or as a 360° assessment to gather feedback from your manager, direct reports, and peers who work closely enough with you to assess your individual effectiveness.

### ATTENDEES WILL RECEIVE:

- Participant Guide
- 7 Habits Skill and Practice cards
- Weekly Big Rocks Cards
- 7 X 7 Contract

- Talking Stick
  - Attendees will also have access to a newly-developed Living the 7 Habits mobile app
- 

All course faculty are trained experts in FranklinCovey's The 7 Habits of Highly Effective People® curriculum. Dr. Stephen R. Covey was a globally-respected leadership authority. His international bestseller, *The 7 Habits of Highly Effective People*®, was named one of the 10 most influential management books ever by *Forbes* magazine. It is the bestselling audio book in history.

---

*70% of today's top performers lack critical attributes  
ESSENTIAL FOR THEIR SUCCESS  
IN FUTURE ROLES.  
—FranklinCovey Study*

---

## Schedule

- [2] days - \$2,345 Non Members
- [2] days - \$2,095 AMA Members
- [2] days - \$1,984 GSA

## Credits

14 CPE/1.2 CEU

**Need help?** Contact 1-877-566-9441 or visit [www.amanet.org/2601](http://www.amanet.org/2601)