

THE **7** HABITS

of Highly Effective People®

FOUNDATIONS

21-DAY CONTRACT



FranklinCovey

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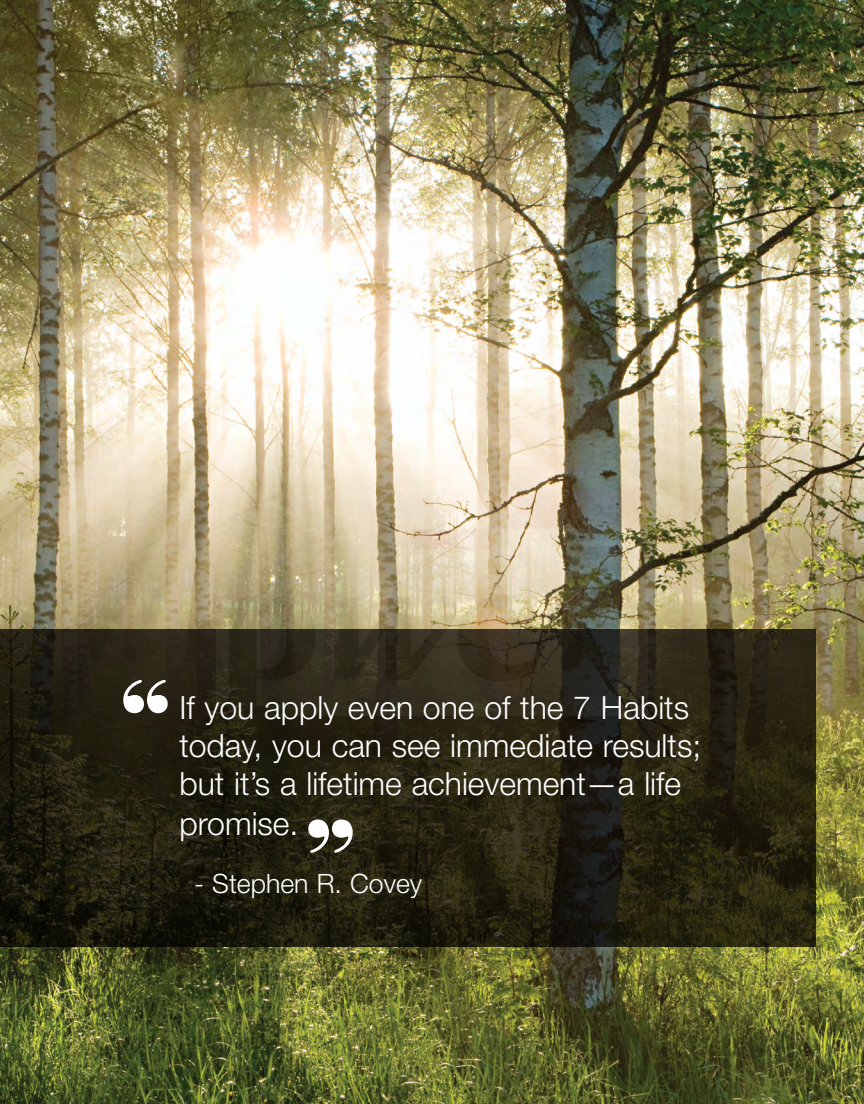
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“ If you apply even one of the 7 Habits today, you can see immediate results; but it's a lifetime achievement—a life promise. ”

- Stephen R. Covey

Welcome to the 21-Day Contract

Over the next three weeks, you will have the chance to live the 7 Habits—and dramatically improve your life. You will work on your Personal Mission Statement, develop the habit of weekly planning, practice using proactive language, listen with the intent to understand, improve your relationships, and more. Spend just a few minutes every day for the next 21 days and you will see your effectiveness increase. We wish you a great beginning to a lifetime of effectiveness!

This booklet contains everything you need to complete your contract.

MY ACCOUNTABILITY PARTNER:

Name: _____

Phone/Email: _____

Your 7 Habits Challenges

How will you challenge yourself to apply the 7 Habits to your life? Write one or two key things you want to work on for each habit.

As you work through this contract, you will have opportunities to return to these pages and select specific habits to work on.

HABIT 1: Be Proactive®

HABIT 2: Begin With the End in Mind®



HABIT 3: Put First Things First®

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HABIT 4: Think Win-Win®

HABIT 5: Seek First to Understand, Then to Be Understood®

HABIT 6: Synergize®



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HABIT 7: Sharpen the Saw®

How to Complete Your Contract

You will accomplish one key activity every day for the next 21 days.

It works like this:

- **DAY 1:** On the first day of your week, you'll plan your week—Habit 3.
- **DAYS 2–7:** The rest of the week will be a mix of specific activities from each of the 7 Habits, items from your 7 Habits list of challenges, and opportunities to teach others about the 7 Habits.

We encourage you to complete every activity during the next three weeks. However, if an activity doesn't work for you on a certain day, Be Proactive and swap it out for something else.

21-Day Scoreboard

Here's an overview of the daily activities for completing your 21-Day Contract. Place a check mark in the circle when you complete each day's activity.

Week	Day 1	Day 2	Day 3
1	☐ Plan your week.	☐ Choose a proactive response.	☐ Choose your challenge.
2	☐ Plan your week.	☐ Consider other people's wins.	☐ Use proactive language.
3	☐ Plan your week.	☐ Teach to Learn.	☐ Build on the strengths of others.

Day 4	Day 5	Day 6	Day 7
☐ Refine your Personal Mission Statement.	☐ Eliminate the unimportant.	☐ Practice Empathic Listening.	☐ Teach to Learn.
☐ Choose your challenge.	☐ Live in Q2.	☐ Make a deposit.	☐ Finalize your Personal Mission Statement.
☐ Seek to be understood.	☐ Choose your challenge.	☐ Synergize.	☐ Write a 21-day letter.

○ Week 1, Day 1

PLAN YOUR WEEK

Find a quiet place where you can focus and spend 20–30 minutes to:

1. Connect with your mission and roles.
2. Schedule your Big Rocks. Ask yourself, “What are the one or two most important things I can do in this role this week?” Don’t forget your Daily Private Victory for each day.
3. Organize the rest. Schedule your other tasks, appointments, and activities around your Big Rocks.

“If you were to ask me what single practice would do more than any other to balance your life and increase your productivity, it would be this: plan your week each week before the week begins.”

—Stephen R. Covey

Habit 3: Put First Things First

○ Week 1, Day 2

CHOOSE A PROACTIVE RESPONSE

Proactive people are the “creative force of their own lives”—they choose their own way and take responsibility for the results. By contrast, reactive people see themselves as victims. What’s going on in your life today that might make you reactive?

Pause before you respond today and choose to Be Proactive.

Habit 1: Be Proactive

○ Week 1, Day 3

CHOOSE YOUR CHALLENGE

Select a challenge you listed on pages 4–6. What is one specific action you will do today to improve your effectiveness in that area?

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○ Week 1, Day 4

REFINE YOUR PERSONAL MISSION STATEMENT

Your Personal Mission Statement will provide your life with direction and purpose. It reminds you what you value and what is important to you, helping guide your decisions.

Invest 15–30 minutes in yourself today to refine your Personal Mission Statement.

Habit 2: Begin With the End in Mind

○ Week 1, Day 5

ELIMINATE THE UNIMPORTANT

What are you spending your time on that isn't important? To be more effective, reduce or eliminate things that are distractions (Q3) or that waste your time (Q4).

Identify a Q3 or Q4 activity and eliminate it today.

Habit 3: Put First Things First

○ Week 1, Day 6

PRACTICE EMPATHIC LISTENING

When you really understand people, you have more influence—you are more effective. Practice listening empathically today. What do you see and hear when people talk to you? Reflect their feelings and words. You can do this in person or via text, email, or social media. Resist the temptation to jump in and judge or advise.

**Habit 5: Seek First to Understand,
Then to Be Understood**

○ Week 1, Day 7

TEACH TO LEARN

If you really want to learn something, teach it to someone else.

Choose one of the 7 Habits Cards and refresh your understanding of that habit and its paradigms and practices.

Select someone with whom you have a strong relationship and spend 10–15 minutes with that person teaching him or her the habit. Share with that person what the habit means to you. Invite him or her to ask you questions about the habit and your experience with it.

Choose one of the 7 Habits Cards.

○ Week 2, Day 1

PLAN YOUR WEEK

Find a quiet place where you can focus and spend 20–30 minutes to:

1. Connect with your mission and roles.
2. Schedule your Big Rocks. Ask yourself, “What are the one or two most important things I can do in this role this week?” Don’t forget your Daily Private Victory for each day.
3. Organize the rest. Schedule your other tasks, appointments, and activities around your Big Rocks.

“If you were to ask me what single practice would do more than any other to balance your life and increase your productivity, it would be this: Plan your week each week before the week begins.”

—Stephen R. Covey

Habit 3: Put First Things First

○ Week 2, Day 2

CONSIDER OTHER PEOPLE'S WINS

Pick an important relationship or circumstance that could benefit from win-win thinking. Take 10 minutes today to write a list of both your wins and the other person's.

Habit 4: Think Win-Win

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○ Week 2, Day 3

USE PROACTIVE LANGUAGE

Proactive language has a positive impact on your brain chemistry, causing you to think and feel better. When you use proactive language, you are more able to take responsibility for your own life. In contrast, reactive language is a sure sign that you see yourself as a victim of circumstances.

Try to use only proactive language all day. Say “I can” instead of “I can’t,” and “I choose to” instead of “I have to.”

Habit 1: Be Proactive

○ Week 2, Day 4

CHOOSE YOUR CHALLENGE

Select a challenge you listed on pages 4–6. What is one specific action you will do today to improve your effectiveness in that area?

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○ Week 2, Day 5

LIVE IN Q2

Quadrant 2 is the quadrant of effectiveness. Identify a Q2 activity you've been neglecting—one that, if done well, would have a significant impact in your life. Do it today or schedule some time to do it.

Habit 3: Put First Things First

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○ Week 2, Day 6

MAKE A DEPOSIT

Effective relationships are built on trust. Identify a relationship that isn't as good as you want it to be. Write down three things you think that person would consider to be a withdrawal from his or her Emotional Bank Account and three things you think he or she would consider to be a deposit.

Make a deposit in the Emotional Bank Account of that person today.

Habit 4: Think Win-Win

○ Week 2, Day 7

FINALIZE YOUR PERSONAL MISSION STATEMENT

Spend 20 minutes today in a quiet place to finish your Personal Mission Statement.

Habit 2: Begin With the End in Mind

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○ Week 3, Day 1

PLAN YOUR WEEK

Find a quiet place where you can focus and spend 20–30 minutes to:

1. Connect with your mission and roles.
2. Schedule your Big Rocks. Ask yourself, “What are the one or two most important things I can do in this role this week?” Don’t forget your Daily Private Victory for each day.
3. Organize the rest. Schedule your other tasks, appointments, and activities around your Big Rocks.

“If you were to ask me what single practice would do more than any other to balance your life and increase your productivity, it would be this: Plan your week each week before the week begins.”

—Stephen R. Covey

Habit 3: Put First Things First

○ Week 3, Day 2

TEACH TO LEARN

If you really want to learn something, teach it to someone else.

Choose one of the 7 Habits Cards and refresh your understanding of that habit and its paradigms and practices.

Select someone with whom you have a strong relationship and spend 10–15 minutes with that person teaching him or her the habit. Share with that person what the habit means to you. Invite him or her to ask you questions about the habit and your experience with it.

Choose one of the 7 Habits Cards.

○ Week 3, Day 3

BUILD ON THE STRENGTHS OF OTHERS

When you can identify and appreciate other people's strengths, you can work more effectively with them.

Choose a current project, problem, or opportunity. Maybe you are trying to solve an issue at work, or perhaps you're planning an activity with friends or a family gathering. List the strengths of each person involved, including yourself.

How can you use everyone's strengths to achieve better results?

Habit 6: Synergize

○ Week 3, Day 4

SEEK TO BE UNDERSTOOD

Think about an upcoming presentation, a conflict you'd like to resolve, or a persuasive message you'd like to share.

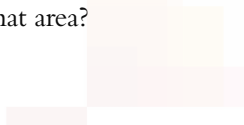
- First, make sure you take time to understand the point of view of the other person or people.
- Then, practice what you want to say. Use proactive language and “I” messages. Avoid “you” messages and language that blames and accuses. Practice making your point with both the courage of your convictions and consideration for others’ viewpoints.

Habit 5: Seek First to Understand, Then to Be Understood

○ Week 3, Day 5

CHOOSE YOUR CHALLENGE

Select a challenge you listed on pages 4–6. What is one specific action you will do today to improve your effectiveness in that area?



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○ Week 3, Day 6

SYNERGIZE

Synergy has real benefits when you're trying to solve a problem or take advantage of an opportunity.

Find someone—or better yet, a group of people—today to talk about a problem or an opportunity you are facing. Explain it and your ideas for solving it or moving ahead. Then ask this question: “Would you help me come up with ideas I haven’t thought of yet?” Take a few minutes to brainstorm.

Habit 6: Synergize

○ Week 3, Day 7

WRITE A 21-DAY LETTER

Today is the final day of your 21-Day Contract. We'd like to hear from you today about your progress. Please write us a short message telling us about lessons you've learned and experiences you've had while living the 7 Habits. Are the 7 Habits making a difference in your life? What have you done to make yourself a more effective person? How have the 7 Habits affected your most important relationships?

Send your letter to:
21daycontract@franklincovey.com.

Share it with your Accountability Partner. Thank your Accountability Partner for his or her support.

Thank you!

The 7 Habits Self-Assessment

Mark the extent to which you agree or disagree with the following statements below
(1 = Strongly Disagree and 6 = Strongly Agree).

Review your scores and place a check mark by the habit(s) you most want to improve. (Note: If you really want to focus on a specific statement like “I cooperate well with others,” feel free to circle it.)

You can come back to this assessment after you have completed the 21-Day Contract to see where you have improved.

The 7 Habits Self-Assessment

Statements	Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree
Habit 1						
I maintain self-control, even in difficult or emotional circumstances.	1	2	3	4	5	6
I accept responsibility for my actions rather than making excuses.	1	2	3	4	5	6
I focus on things I can do something about, rather than things that are beyond my control.	1	2	3	4	5	6
Habit 2						
I have a clear sense of purpose in life.	1	2	3	4	5	6
I make decisions based on a consistent set of values.	1	2	3	4	5	6

Habit 3

I plan ahead to avoid working in crisis mode.	1	2	3	4	5	6
I stay focused and do not allow other people's urgencies and interruptions to dominate my day.	1	2	3	4	5	6
I take the time to organize and plan my week each week before the week begins.	1	2	3	4	5	6

Habit 4

I make building relationships a priority.	1	2	3	4	5	6
I share credit and recognition for success.	1	2	3	4	5	6
I value other people's interests as well as my own.	1	2	3	4	5	6

Habit 5

I am genuinely interested in listening to the views of others.	1	2	3	4	5	6
I seek to understand problems before attempting to solve them.	1	2	3	4	5	6
I communicate with respect toward others, even when I feel strongly about the situation.	1	2	3	4	5	6

Habit 6

I seek out the strengths of others to get things done.	1	2	3	4	5	6
I work collaboratively with others to find better solutions.	1	2	3	4	5	6
I do not let my ego get in the way of better ideas.	1	2	3	4	5	6

Habit 7

I spend some time each day to invest in myself.	1	2	3	4	5	6
I balance all aspects of life (i.e., work, leisure, family) to maintain overall effectiveness.	1	2	3	4	5	6

Notes



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Notes



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Leadership

Execution

Productivity

Trust

Sales
Performance

Customer
Loyalty

Education



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