



are you a job-holder  
or difference-maker?

*What separates you?*

## Converting Job-holders into Difference-makers to think fast, talk straight and get relevant.

Organizations that thrive and grow are the ones that live by the principles of high performance—high focus on mission and values coupled with superb business execution. In any great organization, it is their people that make the difference. No organization can succeed until individuals within it succeed.

*businessThink™* teaches a process of thinking strategically and having robust dialogue that leads to good business decisions—meeting by meeting, conversation by conversation, decision by decision, project by project...not just in 'seminarland'!

PRINCIPLES  
FOR LIFE

 FranklinCovey.  
Organization Services

THE FRANKLINCOVEY CURRICULUM

businessTHINK™

MIDDLE MANAGEMENT | Think Fast, Talk Straight, Get Relevant

## 1 Check Your Ego at the Door

Keep minds and lines of communication open. Check ego and transform arrogance or the desperate need for approval into openness and humility in conversations and meetings—so that the best business ideas and decisions can win.

## 2 Let Go of the Idea

Lead with questions, not answers. Develop a culture that creates value and avoid initiatives that distracts real solutions. Get to the core of underlying business issues, and focus attention on the vital few initiatives with the best returns.

## 3 Get Real

There are hurdles that can kill even the best business ideas with a compelling case. Slow down to confront the brutal facts without being brutal on people.

## 4 Get Evidence

No more guessing—move past opinions to build a business case. Work faster by actually pausing to think, and avoid the pitfalls from an addiction to speed. Weigh and prove all initiatives and problems with evidence before wasting time on unrealistic or unprofitable outcomes.

## 5 Calculate the Impact

Know the numbers, and kill the distractions. With limited time, people, and money, not every problem is worth solving, nor every opportunity worth jumping on—make sure ahead of time, that an investment provides a worthwhile return.

## 6 Explore the Ripple Effect

Think outside the cubicle. A good decision for one group or division may be bad for another, and sometimes a disaster for the organization. Determine who or what else in the organization is affected by a decision and ask the right questions to get a full scope of its impact.

### TRAINING MODEL

## Difference-makers think and act like businesspeople, not job-holders.

businessThink™ has a unique, single-minded focus—teach people how to lead with questions rather than answers, and to strike the rare balance of entrepreneurial thinking and business discipline in a way that hits real business issues, without cutting corners.

No matter what level in the organization, or what functional role they play, businessThink™ will give your people the tools to transform what they think about, and how they ultimately decide on the things they should be doing, while at the same time helping eliminate the distraction of the “good” things they could be doing.

### WHO SHOULD ATTEND

businessThink™ for Middle Management is a 2-day workshop that is designed to help personnel at the executive and middle management levels who are responsible to deliver results for the organization.

### TRAINING BENEFITS

- Inculcates the habit of thinking, working, and collaborating effectively like difference-makers.
- Develops the capability in making effective business decisions with an easy-to-use, mobile approach that increases success on a day-to-day basis.
- Develops the ability to think strategically and critically about ideas and take into account the financial impact of any decision.
- Gets people to collaborate and stay open when solving crucial business problems.
- Lets the best ideas win, by getting people to be egoless when collaborating.
- Gets the indiscussible issues that waste time, money and people, onto the table for discussion and resolve them.
- Helps to quickly build a realistic business case, for ideas that deliver on the company’s strategy and economic drivers.
- Creates a fast, open framework for establishing what is to be accomplished so people can move fast on good ideas without undue risk or wasted effort.

Based on the ground-breaking book on achieving breakthrough results, authored by Dave Marcum, Steve Smith and Mahan Khalsa.

