

AMA2601 THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE

Course Code: 2680

Develop a new outlook and create dramatic change in this course based on the teachings of Dr. Stephen R. Covey.

Problems caused by ineffectiveness cannot be solved with the same ineffective thinking that created them. For more than 15 years, The 7 Habits of Highly Effective People® has provided the ultimate in productivity training for thousands of people and organizations worldwide. Learn the power of effectiveness and feel more satisfied with what you accomplish each day. Know where you're going and discover the secrets to success and fulfillment within you.

Surveys* of thousands of people across the United States disclosed that while many people work hard, they are worried about their lack of effectiveness. In fact:

- Only 14% are accomplishing as much as they believe they could
- Only 17% prepare a plan for the day
- Rewards of working are low-only 50% feel satisfied and fulfilled with their work.

Turn ineffectiveness to effectiveness with The 7 Habits of Highly Effective People.

*Results of xQ Surveys conducted by Harris Interactive.

This Course Includes:

- The 7 Habits of Highly Effective People® by Stephen R. Covey
- The 7 Habits Benchmark Report: a personalized report based on a pre-work assessment
- The 7 Habits FranklinCovey Planning System

By FranklinCovey-Available through AMA. The 7 Habits of Highly Effective People® courses are based on the teachings of Dr. Stephen R. Covey.

How You Will Benefit

- Develop a clear definition of your top priorities and the results you want
- Achieve balance and increase productivity through a weekly and daily planning process
- End self-defeating behavior and gain the necessary security you need to enable change
- Develop strong relationships based on mutual trust
- Be prepared to deal with difficult circumstances before they happen

What You'll Learn

- How choices based on personal experience or beliefs can profoundly impact your effectiveness, both positively and negatively (Habit 1: Be Proactive)
- Develop a clear definition of what is and is not important to you by creating the most important roadmap you'll ever have: Your Personal Mission Statement (Habit 2: Begin with the End in Mind)
- Increase the balance and fulfillment of your professional and personal life by investing a few minutes each day in the same planning process used by many of the world's most successful people (Habit 3: Put First Things First)
- Build a team that finds faster and better solutions through clear expectations, shared responsibilities, and an understanding of priorities (Habit 4: Think Win-Win)
- Develop the skills of effective communication that lead to greater influence and faster problem solving (Habit 5: Seek First to Understand, Then to Be Understood)
- Value and celebrate differences and understand how they contribute to more innovative and intelligent solutions (Habit 6: Synergize)
- Maintain and increase your newfound effectiveness by continually renewing yourself mentally and physically (Habit 7: Sharpen the Saw)

Who Needs to Attend

Anyone who manages multiple projects and faces expanding workloads, tight time lines, and increased uncertainty.

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CLASSROOM LIVE

\$2,895 USD

2 Day

Classroom Live Outline

1. Habit 1: Be Proactive®

- Take Initiative
- Manage Change
- Respond Proactively
- Keep Commitments
- Take Responsibility and Practice Accountability
- Create Positive Business Results
- Define Vision and Values
- Create a Mission Statement
- Set Measurable Team and Personal Goals
- Start Projects Successfully
- Align Goals to Priorities
- Focus on Desired Outcomes

2. Habit 2: Begin with the End in Mind®

- Define Vision and Values
- Create a Mission Statement
- Set Measurable Team and Personal Goals
- Start Projects Successfully
- Align Goals to Priorities
- Focus on Desired Outcomes

3. Habit 3: Put First Things First®

- Execute Strategy
- Apply Effective Delegation Skills
- Focus on Important Activities
- Apply Effective Planning and Prioritization Skills
- Balance Key Priorities
- Eliminate Low Priorities and Time-Wasters
- Use Planning Tools Effectively

- Use Effective Time-Management Skills
4. Habit 4: Think Win-Win®
 - Build High-Trust Relationships
 - Build Effective Teams
 - Apply Successful Negotiation Skills
 - Use Effective Collaboration
 - Build Productive Business Relationships
 5. Habit 5: Seek First to Understand, Then to Be Understood®
 - Apply Effective Interpersonal Communication
 - Overcome Communication Pitfalls
 - Apply Effective Listening Skills
 - Understand Others
 - Reach Mutual Understanding
 - Communicate Viewpoints Effectively
 - Apply Productive Input and Feedback
 - Apply Effective Persuasion Techniques
 6. Habit 6: Synergize®
 - Leverage Diversity
 - Apply Effective Problem Solving
 - Apply Collaborative Decision Making
 - Value Differences
 - Build on Divergent Strengths
 - Leverage Creative Collaboration
 - Embrace Leverage Innovation
 7. Habit 7: Sharpen the Saw®
 - Achieve Life Balance
 - Apply Continuous Improvement
 - Seek Continuous Learning

Jul 13 - 14, 2026 | 8:30 AM - 5:30 PM | WASHINGTON, DC

Jul 22 - 23, 2026 | 8:30 AM - 5:30 PM | NEW YORK CITY, NY

Aug 5 - 6, 2026 | 8:30 AM - 5:30 PM | ATLANTA, GA

Aug 24 - 25, 2026 | 8:30 AM - 5:30 PM | CHICAGO, IL

Sep 1 - 2, 2026 | 8:30 AM - 5:30 PM | NEW YORK CITY, NY

Sep 14 - 15, 2026 | 8:30 AM - 5:30 PM | WASHINGTON, DC

Nov 5 - 6, 2026 | 8:30 AM - 5:00 PM | NEW YORK CITY, NY

Nov 12 - 13, 2026 | 8:30 AM - 5:00 PM | WASHINGTON, DC

Dec 7 - 8, 2026 | 8:30 AM - 5:00 PM | CHICAGO, IL

Dec 14 - 15, 2026 | 8:30 AM - 5:00 PM | NEW YORK CITY, NY

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VIRTUAL CLASSROOM LIVE

\$2,895 USD

4 Day

Virtual Classroom Live Outline

1. Habit 1: Be Proactive

- Character: Roots of Effectiveness
- Maturity Continuum
- Examining your Paradigms
- Circle of Influence vs. Circle of Concern

2. Habit 2: Begin with the End in Mind

- Envisioning Outcomes Before You Act
- Creating and Living by Your Personal Mission Statement

3. Habit 3: Put First Things First

- Eliminating the Unimportant
- Implementing an Effective Planning System
- Going from Private Victory to Public Victory

4. Habit 4: Think Win-Win

- Six Paradigms of Human Interaction
- Balancing Courage and Consideration
- Creating Win-Win Agreements and Building Win-Win Systems

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

- Why You Need to Diagnose Before Prescribing
- Elements of Empathic Listening

6. Habit 6: Synergize

- Valuing and Celebrating Differences
- Practicing Creative Cooperation

7. Habit 7: Sharpen the Saw

- Renewing in the Four Dimensions
- Being Strong in the Hard Moments
- 7 Habits Benchmark Debrief and Creating an Action Plan

Jun 24 - 25, 2026 | 9:00 AM - 5:00 PM EDT
Jul 13 - 14, 2026 | 9:00 AM - 5:00 PM EDT
Jul 27 - 28, 2026 | 10:00 AM - 6:00 PM EDT
Aug 11 - 12, 2026 | 9:00 AM - 5:00 PM EDT
Aug 17 - 18, 2026 | 9:00 AM - 5:00 PM EDT
Sep 3 - 4, 2026 | 9:00 AM - 5:00 PM EDT
Sep 15 - 16, 2026 | 10:00 AM - 6:00 PM EDT
Sep 21 - 22, 2026 | 9:00 AM - 5:00 PM EDT
Oct 1 - 2, 2026 | 9:00 AM - 5:00 PM EDT
Oct 22 - 23, 2026 | 9:00 AM - 5:00 PM EDT
Nov 4 - 5, 2026 | 10:00 AM - 6:00 PM EST
Nov 16 - 17, 2026 | 9:00 AM - 5:00 PM EST
Dec 7 - 8, 2026 | 10:00 AM - 6:00 PM EST
Dec 15 - 16, 2026 | 9:00 AM - 5:00 PM EST
Jan 7 - 8, 2027 | 9:00 AM - 5:00 PM EST

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