

Certificate Course Guide



THE **5** CHOICES[®]
to extraordinary productivity

FranklinCovey

LEADER [®]

Improve student retention and career readiness with LeaderU.



Help students develop essential skills they need to achieve success in school, work, and life.

For over 30 years, FranklinCovey has developed leaders in organizations of all types, including Fortune 500 companies. Today, we are the most trusted leadership company in the world. Through The LeaderU platform gives students access to world-renowned content and an opportunity to earn a professional certificate. Why LeaderU?

Powerful Content | Courses are based on timeless principles from bestselling books.

Flexible and Easy to Use | Connect to your LMS and give students access to self-paced courses or select resources for instructor-led discussion.

Professional Certificates | Award industry-recognized certificates from FranklinCovey.



Plus, receive access to FranklinCovey's vast library of videos, course resources, and more!



“This course was engaging, informative, energizing, and motivating! I learned a lot of useful principles to help me with my time management and to be extraordinary with my choices, tasks, and responsibilities in life.”

Makayla, Course Participant

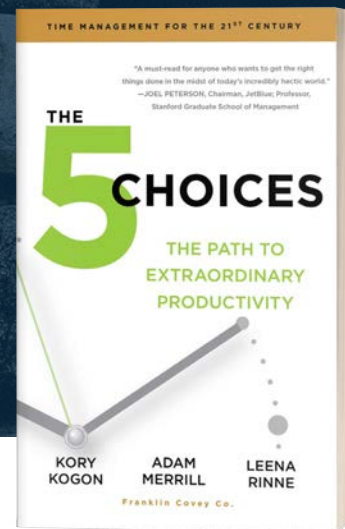
© Franklin Covey Co. All rights reserved | 3

The 5 Choices to Extraordinary Productivity[®] Course and Certificate

This Knowledge Certificate is awarded by FranklinCovey to an individual who has demonstrated a firm understanding of *The 5 Choices to Extraordinary Productivity*[®], and the importance of attention, time, and energy management. The 5 Choices empowers individuals to make selective, high-impact choices about where to invest their valuable time, attention, and energy.



The 5 Choices: The Path to Extraordinary Productivity book was written by Kory Kogan, Adam Merrill, and Leena Rinne and is a *Wallstreet Journal* bestseller on time management.



Dear Learner,

At FranklinCovey, we believe that extraordinary productivity doesn't mean doing everything. Rather, it means doing what's most important without getting lost in the everyday whirlwind of small tasks, technology, and distractions that vie for your attention.

A difficult challenge for most of us is discerning between our top priorities and those tasks that provide a temporary boost of dopamine only to ultimately stall us from achieving our higher objectives. So how do you know which tasks will help you achieve your goals?

We wrote the book *The 5 Choices: The Path to Extraordinary Productivity* as a guide for understanding productivity and time management in the 21st century. Now, a self-paced online course walks you step by step through the principles in the book.

You'll learn to use advanced focus strategies so you can start achieving more while doing less. These principles will help you become more intentional, when it comes to managing priorities while in college, establishing work-life balance, and achieving your goals.

The *5 Choices*[®] methodology is based on the latest neuroscience studies and decades of research in time management. For over 30 years, FranklinCovey has helped organizations and individuals dial in on their most important goals and achieve them consistently and predictably.

We wish you the best in your journey toward extraordinary productivity and achieving your most important objectives at school, work, and in life!

Sincerely,

Adam Merrill
Executive Vice President,
Market & Customer Intelligence

Kory Kogan
Vice President,
Global Sales Enablement

Leena Rinne
Senior Vice President,
Professional Services &
Client Facilitation

The 5 Choices to Extraordinary Productivity[®] Course at a Glance

Course Objectives

This course focuses on the following outcomes:

- Consciously discern the important from the simply urgent (or less important) activities.
- Clarify what extraordinary looks like in current and most important roles.
- Master daily and weekly planning to ensure attention, energy, and execution on top priorities.
- Establish a reliable system to manage appointments, tasks, contacts, and documents.
- Turn software solutions into a productivity workflow engine.
- Understand the impact of brain health on day-to-day performance.
- Use the 5 Energy Drivers to increase and sustain energy throughout the day.

Leadership and Professional Skills

Productivity and high achievement aren't personality traits or talents that students either have or they don't. Becoming extraordinarily productive is about understanding natural laws and principles of productivity, then developing the paradigms and skills to live by them every day.

The following leadership skills are addressed in this course:

- Time management
- Goal-setting
- Goal achievement
- Productivity
- Planning
- Self-discipline
- Wellness
- Responsibility
- Personal vision

Course Features

The *5 Choices* course includes:

- Six Canvas modules
- 20 video-based lessons
- Six webinar lectures
- One-to-one coaching and feedback
- Takeaway PDFs and practice cards

Students complete:

- Six discussion prompts
- Six quizzes
- Six written assignments
- One knowledge assessment

Module Topics

Module 1—Introduction

Module 2—Choice 1: Act on the Important, Don't React to the Urgent®

Module 3—Choice 2: Go for Extraordinary, Don't Settle for Ordinary®

Module 4—Choice 3: Schedule the Big Rocks, Don't Sort Gravel®

Module 5—Choice 4: Rule Your Technology, Don't Let It Rule You®

Module 6—Choice 5: Fuel Your Fire

Final Review

5 Choices to Extraordinary Productivity Certificate Assessment





“This course was fantastic! Very fun and interactive. The 5 Choices will be something that can be instituted directly into my work settings. I feel empowered to make choices to improve my productivity.”

Course Reviews

"My life is filled with busyness, and this course helped me take a step back and evaluate the tasks and attitudes that create the sense of anxiety over that busyness."

Leah, Course Participant

"I consider myself a well-planned person, but I got some new great practical ideas out of this course that will make an impact."

Owen, Course Participant

"The 5 Choices course gave me the necessary tools to live in the quadrant of productivity and enjoy both my work and personal life."

London, Course Participant

"Very motivating course! I learned organizational skills and prioritizing what's really important. It was very helpful, and I definitely plan to implement this into my life."

Kelvin, Course Participant

"This was a very strong course. Extremely practical and it can be applied immediately. There were great concepts taught that I can use in my everyday life."

Jasmine, Course Participant

"This course gave me the tools to sort through the never-ending bombardment of tasks and action items and showed me how to tackle it wisely."

Deandre, Course Participant

Course Delivery

How It Works

The *5 Choices* course teaches students how to increase productivity around the things that matter most. Once applied, these 5 Choices will help students manage their time and tasks in a way that helps establish meaningful progress in school, work, and life.

This course is very flexible, depending on your goals and availability. Here are three common ways colleges and universities implement LeaderU:

- In Class
- Program Hybrid/Blended
- Asynchronous

In Class (Example)

FranklinCovey course content can be integrated in an existing academic course with a lot of flexibility. For example, each week of class could include:

- Instructor Preparation: complete the module & watch the recorded webinar found in Instructor Resources.
- Class Time: present the course slide deck, video, or resource
- Homework: module is assigned out, assignment & quiz

Program Hybrid/Blended (Example)

FranklinCovey course content can be offered through an extracurricular program.

(1) Live Learning Session

- Schedule a course introduction session
- Send exam preparation materials to students

(3) Live Learning Sessions

- Schedule a course introduction session
- Meet midway through the course
- Meet at end of course for an exam preparation session

(5-8) Live Learning Sessions

- Schedule a course introduction session
- Meet every two weeks (or each week)
- Meet at end of course as an exam preparation session

Asynchronous (Example)

FranklinCovey course content can be taught by an instructor with course content only or as a complete certificate course with a knowledge assessment.

Instructor Preparation

2-Day Product and Content Review
(Recommended)

Instructor Resources

Course Slides
Recorded Webinars
Quizzes and Assignments
Exam Preparation Materials

Basic Course Content

Class Time: Instructor teaches from the course slides with activities and discussion.

Homework: Students complete each assigned module and quiz through your LMS.

Modules	Class Time	Homework Time	Total
Module 1: Overview	1	1	2
Module 2: Decision Management: Act on the Important	1	1	2
Module 3: Decision Management: Go for the Extraordinary	1	1	2
Module 4: Attention Management: Schedule Big Rocks	1	1	2
Module 5: Attention Management: Rule Your Technology	1	1	2
Module 6: Fuel Your Fire	1	1	2
	6	6	12

Course Content + Knowledge Assessment

Class Time: Instructor teaches from the course slides with activities and discussion.

Homework: Students complete each assigned module and quiz through your LMS.

NOTE: In addition to the basic course content model, the instructor assigns midterm and final assignments in this scenario. The student's homework time increases overall, in order to prepare for the knowledge assessment.

Modules	Class Time	Homework Time	Total
Module 1: Overview	1	2	3
Module 2: Decision Management: Act on the Important	1	2	3
Module 3: Decision Management: Go for the Extraordinary	1	2	3
Mid-Term Review/Assessment	1	2	3
Module 4: Attention Management: Schedule Big Rocks	1	2	3
Module 5: Attention Management: Rule Your Technology	1	2	3
Module 6: Fuel Your Fire	1	2	3
Final Review/Assessment	1	2	3
	8	16	24

The knowledge assessment takes approximately 45 minutes to complete and includes:

- Virtual proctoring through a third-party vendor
- Multiple choice questions which test basic knowledge of core concepts
- Multiple choice questions which test nuanced understanding of application in various scenarios

Professional Certificate

After passing the course assessment, students will earn an industry-recognized certificate from FranklinCovey, an organization recognized by employers the world over as the gold standard for leadership development. Students can then display the certificate on a resume and a badge on their LinkedIn profile.



FAQ

Q: What are the benefits of a FranklinCovey certificate?

A: Representing soft skills as a certificate gives students a way to share their abilities online in a way that is simple, trusted, and can be easily verified in real time. Certificates provide employers and peers concrete evidence of what students have done to earn the credential and what they are now capable of.

Q: How do you provide public documentation of a FranklinCovey certificate?

A: We have partnered with Credly to translate the learning outcomes students have demonstrated into a certificate. The technology Credly uses is based on the Open Badge Standards maintained by IMS Global. This enables students to manage, share, and verify their competencies digitally in a public profile.

Q: There are a lot of certification programs out there. What makes this one different?

A: FranklinCovey offers a transformational experience like no other. Our unique approach develops essential skills (often called “soft skills”) that are foundational to productivity and leadership. We offer the combination of principle-based content and professional assessments, which in turn creates real mindset and behavior change in learners.

Q: Can LeaderU integrate with our current LMS?

A: Yes! We can integrate with the most popular LMS platforms and have released the LTI for Instructure Canvas LMS. Learning Tools Interoperability (LTI) revolutionized the way educators and students access digital learning resources, apps, and tools within any learning management system (LMS) by enabling a one-click, seamless connection. It is the only industry educational technology standard that securely connects your institution's LMS with external learning tools, confirms the tool's credentials, and exchanges information in teaching and learning workflow.

LEADER



Request a demo and a quote!

Pricing is tailored to the number of student seats you need. We look forward to meeting with you to understand your goals and to give you a tour of the LeaderU platform.

For more information, please email educate@franklincovey.com or visit the higher education section of www.franklincovey.com.

