

PREVIEW GUIDE

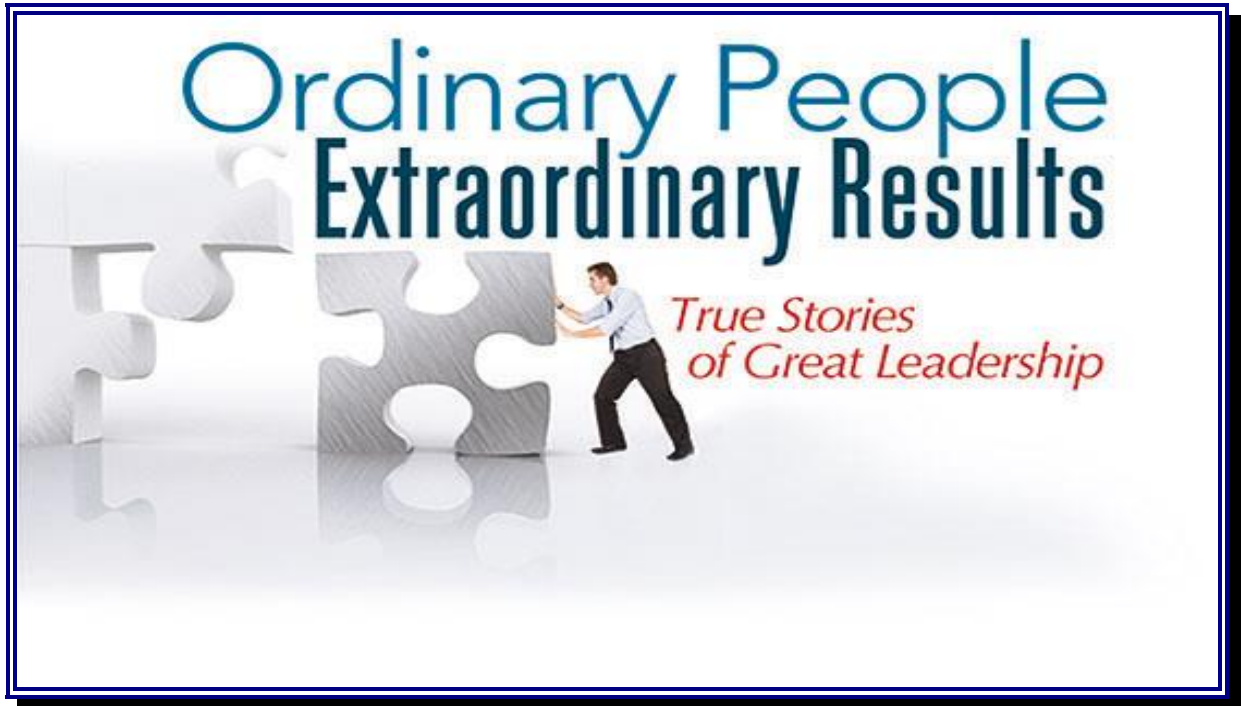


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Introduction

Ordinary People, Extraordinary Results: True Stories of Great Leadership is a set of true stories about how committed leaders applied their skills to bring about successful outcomes. These inspiring and instructional examples are based on situations discovered and explored by Stephen Covey, one of the world's recognized leaders in leadership training and personal growth.

How do ordinary people use their skills and talents in everyday situations to become extraordinary leaders? They do it through commitment and skill. Each video in this series demonstrates the power of effective leadership and its impact on teams and organizations.

These brief videos can be used together or independently to:

- Initiate **leadership development**.
- Open a **team-building** meeting or company retreat.
- Refocus efforts to **unify goal setting**.
- Demonstrate the value of leadership in **decision making**.

Using Ordinary People, Extraordinary Results

Ordinary People, Extraordinary Results: True Stories of Great Leadership provides a series of powerful vignettes that demonstrate the effectiveness of leadership at the grass roots level.

These stories can be used individually or collectively to start discussions among managers, leaders, and team members. They are motivational and instructional as both stand-alone and as parts of a larger-scale presentation.

Two Types of Videos

Ordinary People, Extraordinary Results includes two types of videos: short mood pieces that will serve as powerful meeting openers, and brief story-based videos that illustrate innovative and successful leadership efforts.

Video Type	Title	Running Time
Meeting Openers	Your Best Moment	2:29
	Live, Love, Learn, Legacy	2:30
Stories	Trim Tab	7:28
	A Legacy of Winning	8:22
	Store 334	7:40
	Emma Brandon	7:20

Store 334

Main Points

When leaders take a step back from the trees to look at the forest, they may find new opportunities for success through the focused efforts of the team. Many leaders, at all levels, feel they have to be involved in every aspect of their organization, or things just won't get done. And, in many "change" situations, teams tend to slip back into their old routines and show little improvement after an initial burst of energy.

This video follows a young grocery store manager who is viewed by upper management as having great potential – yet he has an underperforming store and seems to have lost control of the situation. No matter what he tries, and how "bought in" his people seem, his attempts to make things better don't seem to work. When he tries a new approach – out of frustration with his current results – things slowly start to improve.

Show Video

Running Time: 7:40 minutes

Discussion Points

Focus on some or all of the following points after viewing the video.

- **Manager or Martyr?** Jim was viewed as having great potential, but he wasn't achieving it.
 - Why?
 - What was the real cause of Jim's inability to get things on a road towards positive change?
- **Initial Goal Setting.** The team came up with goals, including a measurement system and scoreboards of 50 separate data points, but the goals were not consistently met.
 - Was there an underlying reason for the lack of improvement that team members may not have expressed to Jim?
 - Was Jim trying to measure too much at one time?
- What is the **Cadence of Accountability**, and how do you build it?
- **One Wildly Important Goal.** The team members each selected one goal or action they felt would have the greatest positive impact in the next week. The goals were of short duration in order to grow and nurture the cadence of accountability.
 - What changed in the attitudes of the employees?

- How was that change initiated and supported by Jim?
- Could you identify the One Wildly Important Goal in your own daily activities that would create such a turnaround?
- **Leadership.** Jim's encouragement of the team members allowed them to create their own successes, which ultimately led to the store's continuing improvement. The employees knew that the one Wildly Important Goal they cared about would be their own measure of success.
 - Do you really know your people's individual goals?
 - How would you handle a situation in which a team member's One Wildly Important Goal is very different than what you expect it to be?
- **Evaluation and Measurement.** The team members evaluated themselves and the progress of their peers.
 - Will this approach help build a cadence of accountability?
 - Can you apply this approach?

Summarize Discussion, Conclude the Session

Close the discussion by repeating the key points and asking for further comments.

Materials Included With *Ordinary People, Extraordinary Results*

- ◆ The **chaptered DVD** is a compilation of four stand-alone videos, plus two meeting openers built from materials used in various *FranklinCovey* leadership workshops. Each tells the true story of an “average” person who does small things to focus and motivate others toward significant accomplishments—many times under trying circumstances. The stories will remind your team that they too can lead and bring about real results no matter what the situation may be. The DVD is closed-captioned.
- ◆ **Trim Tab** Can small changes really pave the way for big change to occur? In this video, a city reduces felonies on subways by 75% and a troubled inner-city school becomes a place where kids thrive.
- ◆ **A Legacy of Winning** Repeating success over time is tough, especially when you have different “players” every year. See how the University of North Carolina women’s soccer team sustains peak performance and earns results like the best winning streak of all time in women’s soccer.
- ◆ **Store 334** Be inspired by a new store manager who uses a simple process of goal-setting to turn the worst performing store in the district into the #1 store by asking each of his team leaders to set one goal at a time.
- ◆ **Emma Brandon** When apathetic employees are given more of a say in things, dramatic change can occur. In this example the leader is even nominated for, and wins, best boss in Britain for the year.
- ◆ **Your Best Moment** Jim Huling, a CEO, gives insight into transitioning strategies into goals and getting a great response from team members.
- ◆ **Live Love Learn Legacy** provides inspirational thoughts for leaders.
- ◆ The **Discussion Guide** is a downloadable PDF on the disc with suggestions on how to use the videos together or independently in a training session. It provides the facilitator with guidance for introducing each of the videos and leading discussions around initiating leadership development, team building, unifying goal setting and the value of leadership in decision making. Two pages for each of the videos contain suggested discussion points and questions to pose to the trainees.

Program Information and Pricing

Purchase Price: \$895.00

Rental Price: \$495.00

Preview Price: Free

Running Time: 7-9 minutes each

Materials included with purchase: chaptered DVD with Discussion Guide PDF

Quantity Pricing Discounts

Ordinary People, Extraordinary Results Program

2 copies	10% off
3-5 copies	15% off
6-10 copies	20% off
11-15 copies	25% off

Industry discounts may also apply; call your Sales Consultant for more information.

(contents, pricing & discounts subject to change without notice)