



Public Victories:

Build Triumphant Teams With
The 7 Habits Effect

FranklinCovey



In our [Private Victories guide](#), we focused on personal achievements and self-disciplines—as enabled by Habits 1, 2, and 3 from *The 7 Habits of Highly Effective People*®. This work allows you to achieve mastery of the one thing you can control more than anything else: yourself.

Habits 1, 2 and 3 come first for a reason. To improve relationships with others, we first need to work on improving ourselves. It's part of the maturity continuum, where we grow from being dependent to independent to, finally—if we are skillful in how we show up in the world through use of *The 7 Habits*—interdependent. These are Public Victories, where we elevate how we work with others, achieving more than we ever thought possible through the combination of our own best efforts and the best efforts of others.

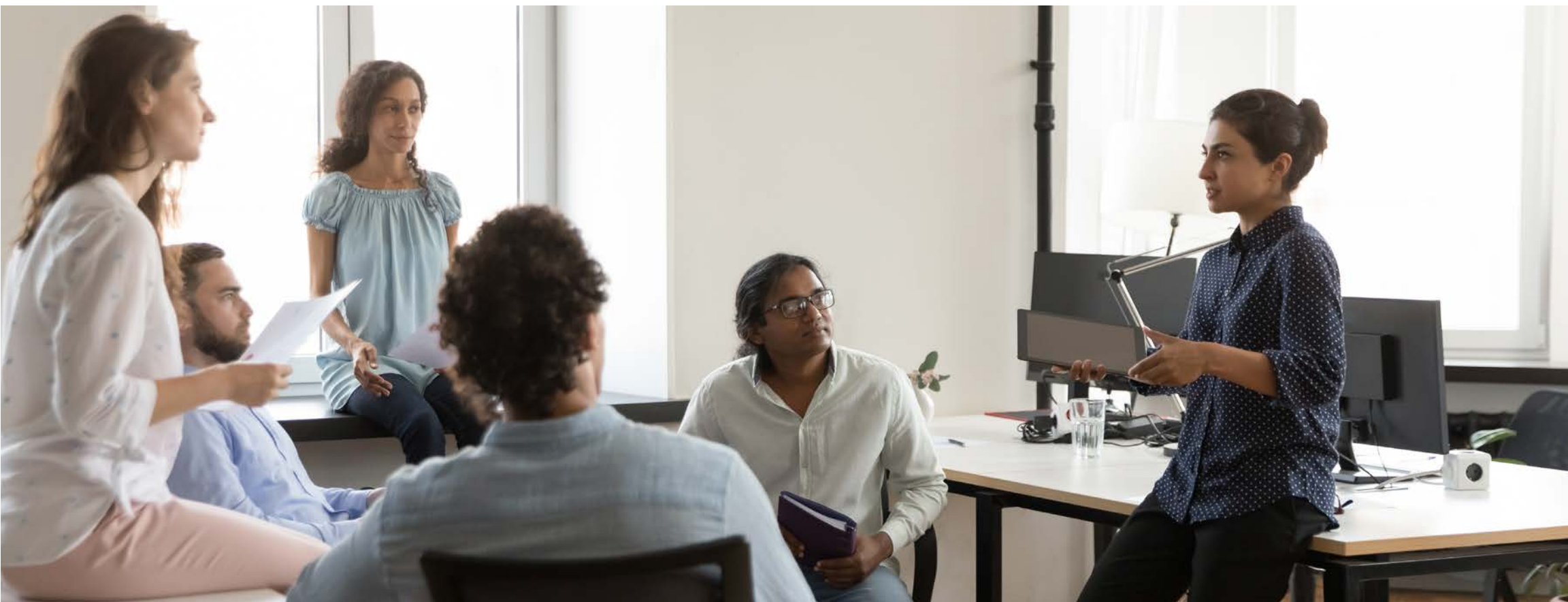
This Private-to-Public Victories order matters because building character is a great start, but it's not a destination. It's an inside-out

approach; one must come before the other. As Stephen R. Covey said, “You can't invert that process any more than you can harvest a crop before you plant.”

Whether you're talking about your role within an organization or life at home with your family, it always helps to think internally before shifting your focus to the external. That way, you can utilize the talents, abilities, and interpersonal skills you've developed to collaborate with others, welcome new perspectives, and achieve something great.

Unlock potential. Unleash performance. That's The 7 Habits Effect.

The 7 Habits of Highly Effective People is the most trusted framework to improve individual effectiveness, leadership, and team performance. Now that you've had time to focus on those Private Victories by developing individual effectiveness, let's move on to Public Victories—those that come to fruition by working with others.



The Inside-Out Framework of The 7 Habits Effect

Achieving the Public Victory® requires us to first successfully master the habits related to Private Victories. True dominion over self, the definition of independence, is necessary to establish meaningful, lasting, and productive relationships both at work and at home.

Interdependence is a choice only independent people can make. **Habits 1–3** provide the basis for that independence. The work of being proactive, putting first things first, and beginning with the end in mind (Habits 1, 2, and 3) set the stage for working with others in new and powerful ways.

Effective work with others is a process, and it starts with a paradigm shift—a change in your basic assumptions. **Habits 4, 5, and 6** focus on thinking win-win, seeking to understand, and learning how to synergize. These habits can drastically change the ways in which we communicate and collaborate with others, allowing for both personal and professional growth on a massive scale.



Habit 4: Think Win-Win[®]

Rather than operating from a belief that someone else must lose for you to do well, win-win models reject zero-sum thinking by looking for a way all parties can benefit.

This isn't merely about being nice at work. It's a philosophy that seeks mutual benefit in all human interactions.

There are certainly plausible ways in which a win-lose way of thinking can benefit someone in the short term. But trust is the key to deriving value from true, long-term team interdependence. The easiest way to lose that trust is to show someone that you're willing to sacrifice their happiness and success for your own.

Committing to win-win also requires the ability to walk away. It takes discipline to say that if both parties can't come out ahead, there will be no deal at all. This willingness to walk away ensures that there's no emotional baggage carried over from a deal that overtly or covertly benefited one side over the other.

Many organizations have even integrated win-win into smaller, everyday interactions, embedding them in their operating ethos.

"The win-win agreements have been a very important part of our culture and our organization," says Richard Neill, Vice President of Human Resources at Birchwood.

The Birchwood Human Resources Director adds that while using *The 7 Habits*, all managers working with employees on performance issues or new goal-setting sessions are asked to develop win-win agreements.

This tight integration of all habits, but especially Think Win-Win, has allowed Birchwood to outperform its competitors, doubling the industry average sales volume and consistently being named one of Canada's Top 5 Employers.





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When you show deep empathy toward others, their defensive energy goes down, and positive energy replaces it. That's when you can get more creative in solving problems.

– Stephen R. Covey

Habit 5: Seek First to Understand, Then to Be Understood[®]

Stephen R. Covey called this habit the most important principle he learned in interpersonal relations. Public Victories are about how you apply your principles around others, so it makes sense to first understand their motivations and perspectives.



Communication is the most important skill in human relationships. But we spend most of our time focused on only half of what it means to communicate. Our first instinct is to satisfy our desire to be understood. The part we haven't mastered? The art of listening.

Trying to first understand someone you're working with, or in conflict with, goes against the standard most people follow when trying to communicate. We speak and try to convince without consideration for how our message is being received or sufficiently inquiring about the needs of our counterpart in the conversation.

In a recent FranklinCovey survey, respondents expressed frustration about their teams' capacity for independent effort. More than half agreed with the following statement: "I want to be a leader of a team that's independent and responsible—but my team wouldn't work at all if they had their way. What am I doing wrong?"

It's not hard to imagine what's driving that response. These leaders may lack a genuine understanding of what truly motivates their teams. If you asked them, they might insist that they know their team members quite well. But the likelihood that they actually do is quite low.

The Malaysia HR director for global semiconductor maker X-FAB saw those dynamics firsthand when she analyzed responses to a recent company survey. "There was a trust issue," she says. "There was no teamwork, there was poor communication. I realized there was a commonality to all these issues."

That common problem was, in part, team members' unwillingness to listen to each other. After their engagement with FranklinCovey and *The 7 Habits of Highly Effective People*, the Malaysia factory transformed into the global company's largest revenue contributor.



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Resist the urge to jump in. Listen fully and observe fully. Be in the moment. Then reflect—sometimes people just want a sounding board. They don't want your answer to the situation.

– Anne Chow

Habit 6: Synergize[®]

Synergy is the highest activity in life—the manifestation of all the habits put together.

In the aforementioned FranklinCovey survey, nearly half of respondents said that they frequently feel as if they're "stuck doing things the old way." Synergy is the path to somewhere new, to see and embrace alternatives that didn't exist before.

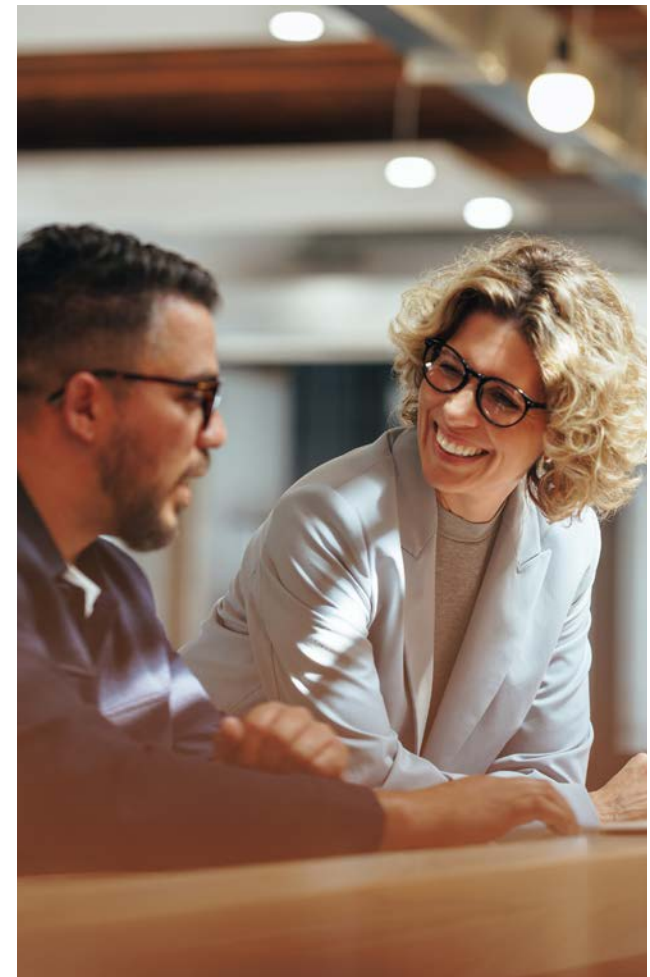
Synergy is the idea that, as the saying goes, two heads are better than one. By constructively working together, we can find solutions that wouldn't otherwise be revealed if we tried to figure them out on our own. The foundation of the previous habits will help ensure that the two (or more) "heads" are working together in harmony.

Mississippi Power discovered the importance of synergy during one of its most challenging and painful moments. After Hurricane Katrina, when many of the company's employees saw their own homes and lives destroyed, the utility suddenly found itself in charge of some 12,000 volunteers from across North America. They were coming to Mississippi to help rebuild and repair the critical electric lines upon which the entire state depended.

With too many linemen and not enough leaders to support them, the Mississippi Power president and CEO did something unprecedented: He made each one of his own linemen responsible for supervising the work done by the volunteers. This extension of trust came, only because the moment required it, and he had faith in a team he'd made sure was well-trained.

"They brought everything to bear that they had learned as part of *The 7 Habits*," he said. "We were able to get the lights back on in 12 days, which is just unheard of."

The 7 Habits provide a roadmap to arrive at exactly this destination, where the impossible feels possible. Synergy is the capstone to the first five habits; creative cooperation becomes possible only once the Private and Public Victories have been achieved. Tapping into synergy, teams and families value every member's unique contribution and allow those differences to guide them to new, previously unforeseen conclusions.



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It's not just one and done—but a series of interactions that make someone feel the difference and do something different.

– Kory Kogon

Habit 7: Sharpen the Saw[®]

In the FranklinCovey survey, nearly half of the 200 respondents said that they spend so much time taking care of others they don't have any time to care for themselves.

Sharpen the Saw is about taking time to refresh. It can be difficult for many of us to reframe renewal as being essential, rather than selfish. But the reality is that taking care of yourself will make you better at what you're trying to accomplish.

This involves nurturing and preserving the sharpness of your most valuable tool—yourself— and doing so across the four spheres of life (physical, spiritual, mental, and social/emotional).

Habit 7 is included in both our Public and Private Victory guides for good reason: Mastering true effectiveness requires a commitment to caring for yourself. But none of *The 7 Habits* will work as well for you if you don't also care for yourself.

“Renewal is the principle—and the process—that empowers us to move on an upward spiral of growth and change, of continuous improvement.”

– Stephen R. Covey



Unlock Potential. Unleash Performance.

We've reimagined the *7 Habits* course to be even more relevant and impactful for today's workers.

Among the benefits on a personal level are the principles that can increase individual effectiveness, build strong character, and change behavior in ways that are authentic and lasting. The *7 Habits* are based on universal truths and enduring principles. They're grounded in decades of research and development—and based on the best-selling business book of all time. In fact, it's been the top leadership training framework for over 35 years.

FranklinCovey is the most trusted leadership company in the world, with operations in over 150+ countries. We transform organizations by building exceptional leaders, teams, and cultures that get breakthrough results. Available through the FranklinCovey All Access Pass®, our best-in-class content, experts, technology, and metrics seamlessly integrate to ensure lasting behavior change at scale. Our approach to leadership has been tested and refined by working with tens of thousands of teams and organizations over the past 30 years.

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