

25TH ANNIVERSARY EDITION

OVER 25 MILLION COPIES SOLD

THE **7** HABITS OF
HIGHLY
EFFECTIVE
PEOPLE

HOW EFFECTIVE
ARE YOU? TAKE THE
NEW PEQ (PERSONAL
EFFECTIVENESS
QUOTIENT) AND
FIND OUT!

POWERFUL LESSONS
IN PERSONAL CHANGE

WITH A FOREWORD BY JIM COLLINS,
author of *Good to Great* and co-author of *Great by Choice*

Stephen R. Covey

Book Review

Group **14**



About the Author



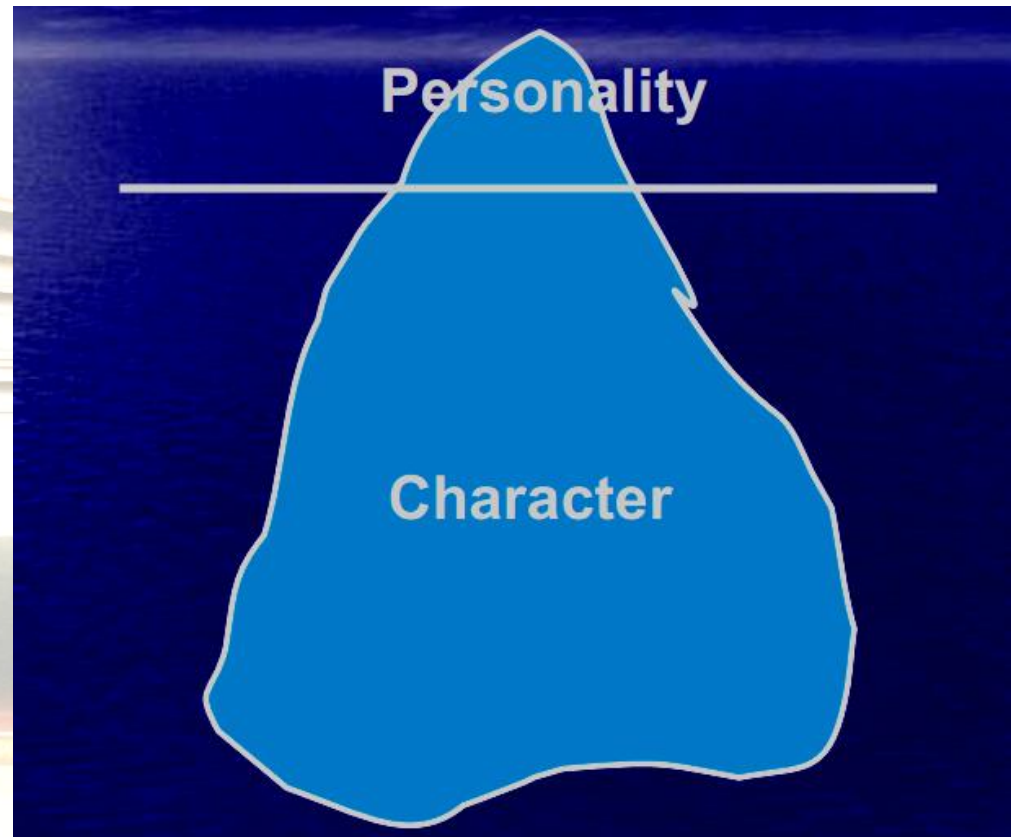
- **Stephen R. Covey**
 - Management Consultant
 - Motivational Speaker
 - Legacy: Principle-Centered Leadership
 - 25 most influential Americans (TIME Magazine)
- **Other Books :**
 - First Things First
 - The 8th Habit

Purpose of the book

- Self improvement book
- Effectiveness in interpersonal relationships
- Remarkable set of aspirational standards to live a full, purposeful and good life.
- Developing a set of core values to find solutions to different problems

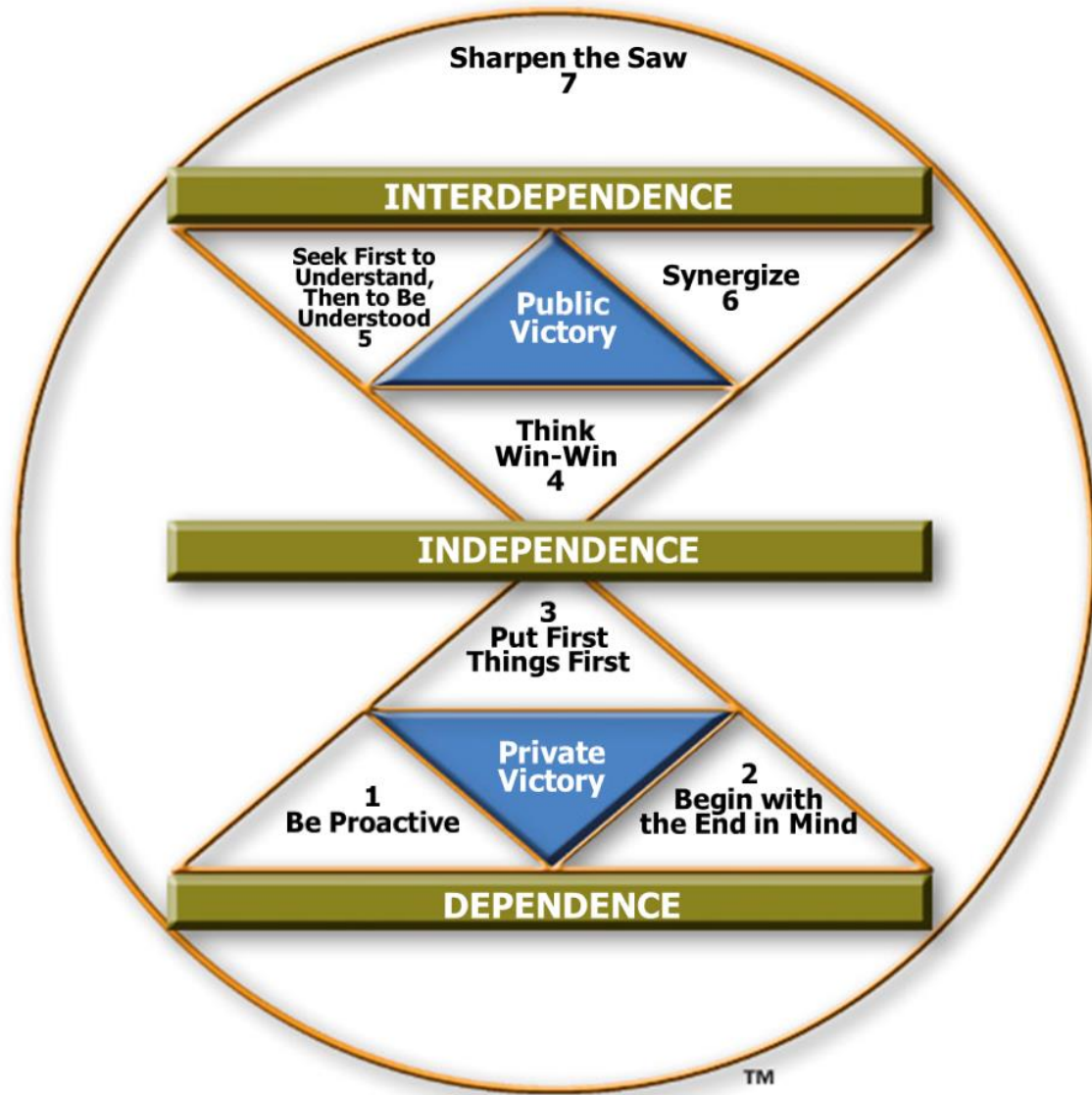


Foundations of Success

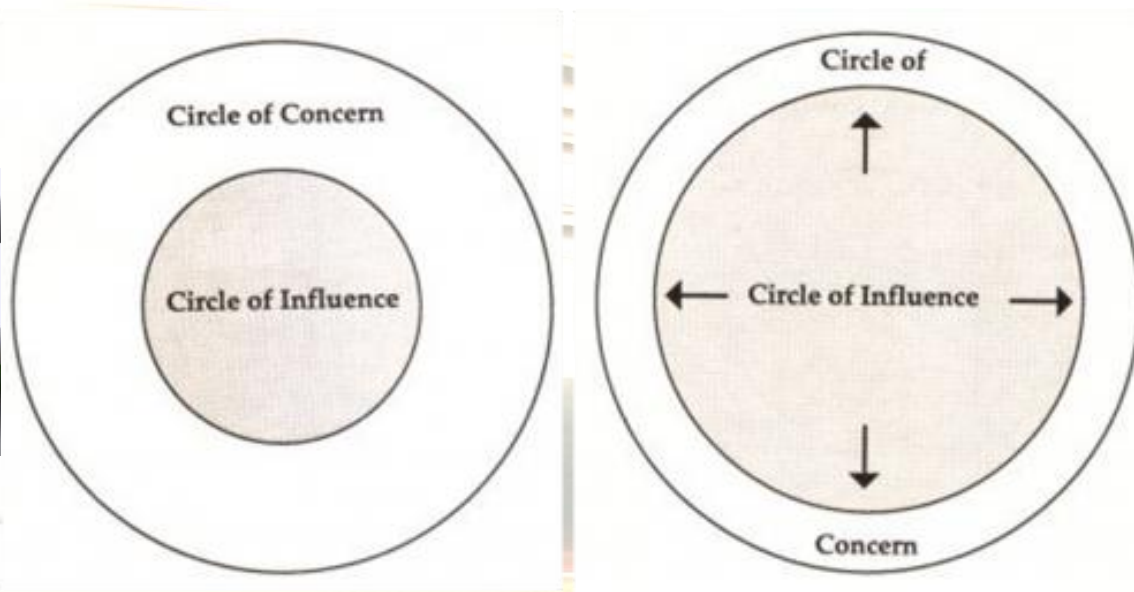


- Character Ethic based on a Principle Centered Paradigm
- The book also adopts this paradigm to achieve personal & inter-personal effectiveness

Maturity Continuum



Habit 1: Be Proactive



- Taking responsibilities for your own life
- Focus time and energy on things one can control
- Circle of concern and Circle of influence

Habit 2: Begin with the end in mind

- Know where you want to go in life
- Personal Mission Statement – Roadmap for success
- Defines personal, moral and ethical guidelines to happily express and fulfill yourself
- Choosing among the alternative centers – Practicality?



Habit 3: Putting first things first

	Urgent	Not Urgent
Important	<p>I</p> <p>Fire Fighting</p> <p>Crises Pressing problems Deadline-driven projects</p>	<p>II</p> <p>Quality Time</p> <p>Prevention, capability improvement Relationship building Recognizing new opportunities Planning, recreation</p>
Not Important	<p>III</p> <p>Distraction</p> <p>Interruptions, some callers Some mail, some reports Some meetings Proximate, pressing matters Popular activities</p>	<p>IV</p> <p>Time Wasting</p> <p>Trivia, busy work Some mail Some phone calls Time wasters Pleasant activities</p>

- Manage ourselves not manage time
- Prioritize things : Time Matrix
- Delegation



Habit 4: Think Win-Win



- Not a new paradigm in administrative and management theory
 - M.P.Follet
 - McGregor and Likert

Habit 5: Seek first to understand, then to be understood

- Empathic listening
- Critical in reaching win-win solution
- Understanding and perception – emotional bank account
- Building rapport with others – increase ability to be understood
- Psychological manipulations?



Habit 6: Synergize

**Problem or
Opportunity**

**Synergize
Habits 4,5 & 6**

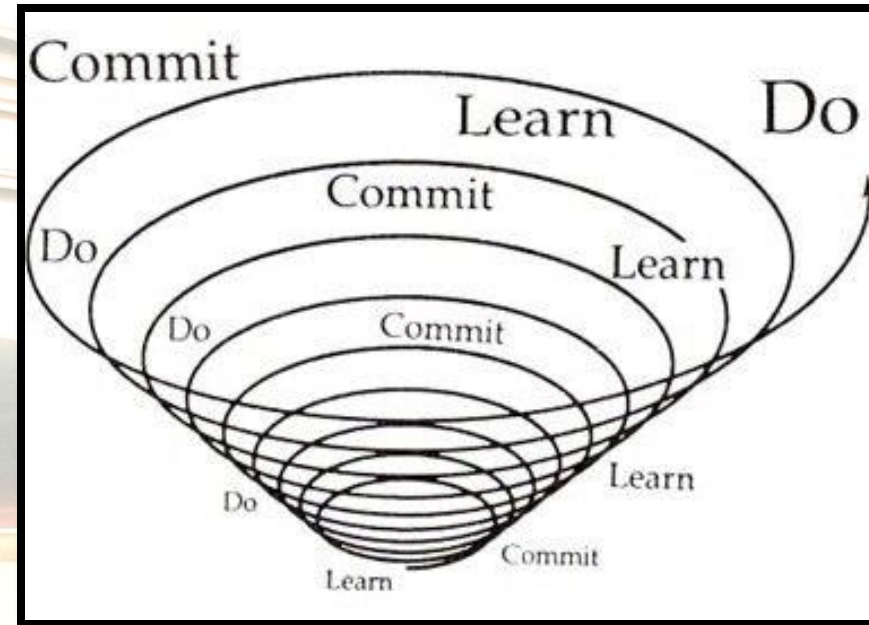
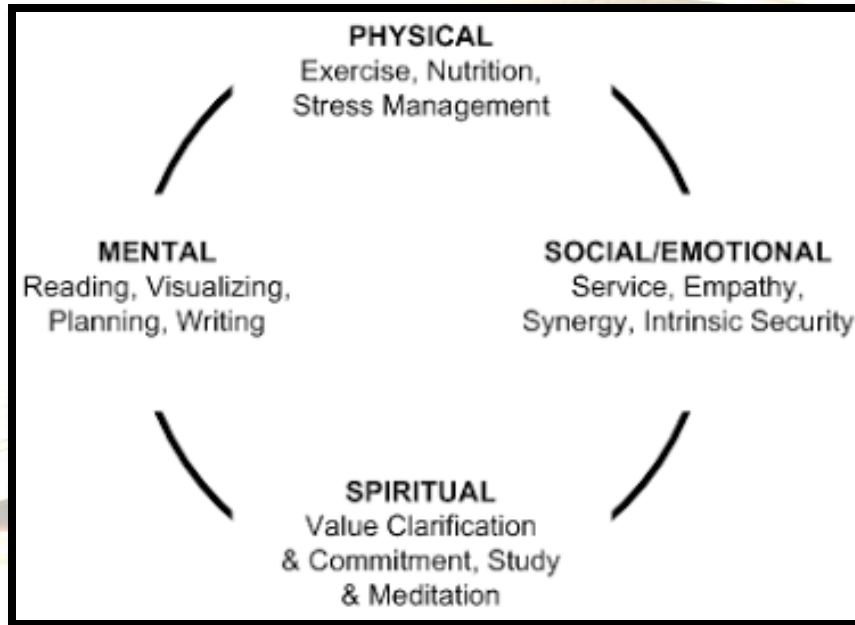
- The Action & Process

**3rd Alternative
Synergy**

The Result

- Seeking the third alternative- the middle path
- Force field analysis – by Sociologist Kurt Lewin

Habit 7: Sharpen the Saw



- Preserving and enhancing the greatest asset you have - YOU
- 4 Dimensions of Renewal
- The Upward Spiral

Use of sources

- Personal firm, conducting leadership workshops
- Study of 200 years of success stories during doctorate thesis
- Personal experiences from life
- Volunteers

Strength

- Holistic view
- Meticulous techniques and methodology
- Provides scope of introspection
- Simple to understand and relates to practical life situations

Weakness

- Simplest of thoughts have been elucidated in circuitous manner
- Repetition, preachy
- Not able to understand the subjectivity of human emotions
- Little recognition of societal influence on individual

Methodology

- Use of Case Studies based on personal and professional experiences
- Time tested – for consistency of conclusions
- Logical succession of habits
- Normative evidence, not empirical

Organization of thought

- Well-linked and interdependent ideas
- Coherent approach
- Extensive use of examples
- Diagrams and pictures
- Lucid style of writing

Conclusion & Recommendations

- Good for realizing one's potential
- For professionals whose careers have reached a plateau
- No new thoughts. Only structuring of already known ideas
- Inspires the reader to integrate different responsibilities in one's life- personal, family and professional

Thank You

