

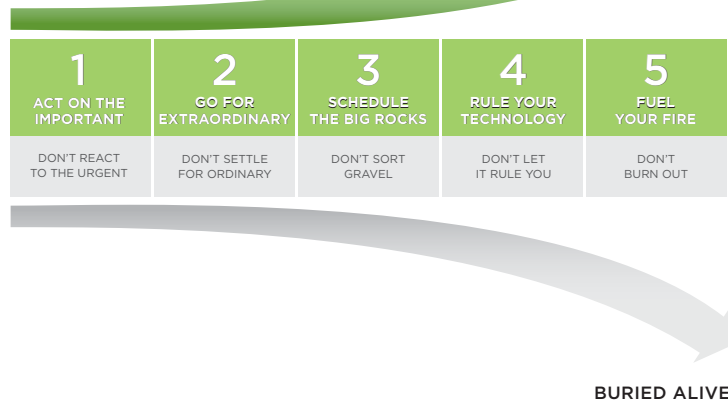
# THE 5 CHOICES™

to extraordinary productivity

## The 5Choices Solution

EXTRAORDINARY  
PRODUCTIVITY

The *5Choices to Extraordinary Productivity* process measurably increases productivity of individuals, teams, and organizations. Participants make more selective, high-impact choices about where to invest their valuable time, attention, and energy.



**1**

**ACT ON THE IMPORTANT**  
don't react to the urgent

In today's world, people are drowning in email, overwhelmed with demands, and trying to do more with less. *5Choices* participants filter the vitally important priorities from distractions so they can focus on making a real contribution.

**2**

**GO FOR EXTRAORDINARY**  
don't settle for ordinary

Everyone wants to make a difference, but competing priorities often prevent them from achieving extraordinary results. *5Choices* participants redefine their roles in terms of extraordinary results to achieve high-priority goals.

**3**

**SCHEDULE THE BIG ROCKS**  
don't sort gravel

The crushing increase in workday pressures can make people feel helpless and out of control. *5Choices* participants regain control of their work and lives through a cadence of planning and execution that produces extraordinary outcomes.

**4**

**RULE YOUR TECHNOLOGY**  
don't let it rule you

An electronic avalanche of email, texts, and social-media alerts seriously threaten productivity as never before. *5Choices* participants leverage their technology and fend off distractions by optimizing platforms like Microsoft® Outlook® to boost productivity.

**5**

**FUEL YOUR FIRE**  
don't burn out

Today's exhausting, high-pressure work environment burns people out at an alarming rate. Applying the 5 Energy Drivers™, participants benefit from the latest in brain science to consistently recharge their mental and physical energy.



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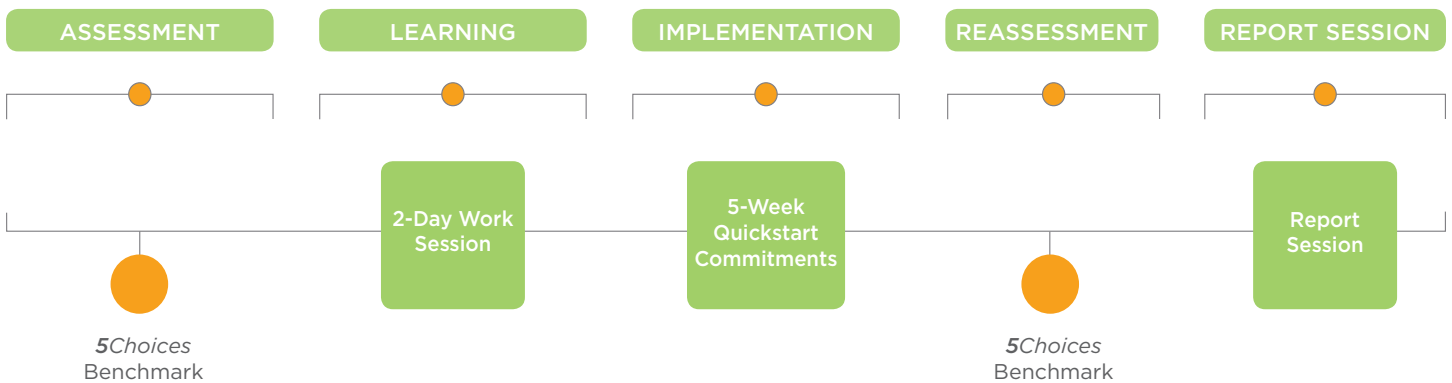
## CHALLENGE

The barrage of information coming at us from multiple sources (e.g., texts, email, tweets, blogs, and alerts), coupled with the demands of our careers, are overwhelming and distracting. The sheer volume of information threatens our ability to think clearly and make wise decisions about what's important. If we react to these stimuli without clear discernment, we fail to accomplish the goals that matter most in our professional and personal lives.

## SOLUTION

FranklinCovey's *The 5Choices to Extraordinary Productivity* solution inspires participants to apply a process that will dramatically increase their ability to achieve life's most important outcomes. Supported by science and years of experience, this solution not only produces a measurable increase in productivity, but also provides a renewed sense of engagement and accomplishment.

## THE 5CHOICES PROCESS



## PARTICIPANT KIT



### 5CHOICES WEBSITE

Access assessments and instructions on how to apply the content to smartphones, tablets, and Web-based applications such as Google Apps®.

### PARTICIPANT GUIDEBOOK

**TECHNICAL GUIDE**  
Instructions on how to maximize use of Microsoft® Outlook®, Lotus Notes®, Google Apps®, etc.

### THREE BONUS MODULES

(video-based mini-courses)

**WILDLY IMPORTANT GOALS**  
Chris McChesney,  
Execution Practice Leader, FranklinCovey

**OFFICE NIRVANA**  
Julie Morgenstern,  
Productivity Strategist, *The New York Times*  
Best-Selling Author

**BRAIN-CARE BASICS**  
Dr. Daniel Amen,  
Brain Expert, *The New York Times*  
Best-Selling Author

### 5CHOICES PLANNER APP

Carry your productivity in your pocket.

**THE 5CHOICES MONOGRAPH**  
**TAKE-HOME TOOLS DVD**  
**NOTEBOOK**

## CHOOSE TO GIVE YOUR ORGANIZATION THE TOOLS AND SKILLS TO BECOME EXTRAORDINARY.

For more information about FranklinCovey's *The 5Choices to Extraordinary Productivity*, contact your client partner or call 1-888-705-1776. You may also visit [www.the5choices.com](http://www.the5choices.com).

**Questions? Contact Michael Swenson, at 255-7260 / [mjs252@cornell.edu](mailto:mjs252@cornell.edu)**  
**To register, goto: <https://confluence.cornell.edu/display/fctrng/enrollment>**



# THE SO-SO PYRAMIDS OF GIZA.



The difference between extraordinary and mediocre is a choice.



THE **5** CHOICES™  
to extraordinary productivity



# THE AVERAGE WALL OF CHINA.



The difference between extraordinary and mediocre is a choice.



THE **5 CHOICES**<sup>™</sup>  
to extraordinary productivity