

A TIMELESS BESTSELLER

'There are very few business books that are essential reading for anyone who wants to make a difference. This is one of the great ones'

– Seth Godin, author of *The Icarus Deception*

'Every so often a book comes along that not only alters the lives of readers but leaves an imprint on culture itself. The 7 Habits is one of those books'

– Daniel Pink, author of *Drive* and *To Sell is Human*

CONSIDERED ONE OF THE MOST INSPIRING AND IMPACTFUL BOOKS EVER WRITTEN, *The 7 Habits of Highly*

Effective People has captivated readers for 25 years. It has transformed the lives of Presidents and CEOs, educators and parents – in short, millions of people of all ages and occupations have used its step-by-step pathway to adapt to change and to take advantage of the opportunities that change creates.

Recognized as one of *Time* magazine's 25 most influential Americans, STEPHEN R. COVEY was an internationally respected leadership authority, family expert, teacher, organizational consultant and author. His books have sold more than 25 million copies in 38 languages, and *The 7 Habits of Highly Effective People* was named the No.1 Most Influential Business Book of the Twentieth Century. After receiving an MBA from Harvard and a doctorate degree from Brigham Young University, he became the co-founder and vice chairman of FranklinCovey, the leading global professional services firm.

Simon & Schuster UK
SELF-HELP/BUSINESS
Rs 599

www.simonandschuster.co.uk
www.simonandschuster.com.au

ISBN 978-1-47113-182-0



9 781471 131820



AUTHOR IMAGE © GLEN RICKS



SIMON & SCHUSTER

158.1 COV/P



THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE

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

7 The HABITS of HIGHLY EFFECTIVE PEOPLE

*Powerful Lessons
in Personal Change*

Stephen R. Covey



**SIMON &
SCHUSTER**

London • New York • Sydney • Toronto • New Delhi

A CBS COMPANY

—to Brad Anderson, who at great personal sacrifice for over a year, developed a Seven Habits video-based development program. Under his leadership this material has been tested and refined and is being implemented by thousands of people across a broad range of organizations. Almost without exception, after initial exposure to this material, our clients desire to make it available to greater numbers of employees, underscoring our confidence that it "works."

—to Bob Thele for helping to create a system for our firm that gave me the peace of mind to enable me to really focus on the book.

—to David Conley for communicating the value and power of the Seven Habits to hundreds of business organizations so that my colleagues Blaine Lee, Roice Krueger, Roger Merrill and Al Switzler, and I have the constant opportunity to share ideas in a large variety of settings.

—to my proactive literary agent Jan Miller, and my "can do" associates Greg Link and his assistant Stephanni Smith and Raleen Beckham Wallin for their creative and courageous marketing leadership.

—to my Simon & Schuster editor Bob Asahina for his professional competence and project leadership, for his many excellent suggestions and for helping me to better understand the difference between writing and speaking.

—to my earlier devoted assistants Shirley and Heather Smith and to my present assistant Marilyn Andrews for a level of loyalty which is truly uncommon.

—to our Executive Excellence magazine editor Ken Shelton for his editing of the first manuscript years ago, for helping refine and test the material in several contexts, and for his integrity and sense of quality.

—to Rebecca Merrill for her invaluable editing and production assistance, for her inner commitment to the material, and for her skill, sensitivity, and carefulness in fulfilling that commitment, and to her husband Roger, for his wise, synergistic help.

—and to Kay Swim and her son, Gaylord, for their much appreciated vision which contributed to our organization's rapid growth.

CONTENTS

Foreword to the 25th Anniversary Edition by Jim Collins	1
A Covey Family Tribute to a Highly Effective Father	9
Foreword to the 2004 Edition by Stephen R. Covey	15

PART ONE:	PARADIGMS AND PRINCIPLES	21
	Inside-Out	23
	The 7 Habits—An Overview	54
PART TWO:	PRIVATE VICTORY	71
HABIT 1	Be Proactive	73
	Principles of Personal Vision	
HABIT 2	Begin with the End in Mind	102
	Principles of Personal Leadership	
HABIT 3	Put First Things First	154
	Principles of Personal Management	
PART THREE:	PUBLIC VICTORY	193
	Paradigms of Interdependence	195
HABIT 4	Think Win/Win	215
	Principles of Interpersonal Leadership	
HABIT 5	Seek First to Understand, Then to Be Understood	247
	Principles of Empathic Communication	
HABIT 6	Synergize	273
	Principles of Creative Cooperation	
PART FOUR:	RENEWAL	297
HABIT 7	Sharpen the Saw	299
	Principles of Balanced Self-Renewal	
	Inside-Out Again	320

	Afterword	331
APPENDIX A	Possible Perceptions Flowing out of Various Centers	343
APPENDIX B	A Quadrant II Day at the Office	353
	A Final Interview with Stephen R. Covey	363
	Problem/Opportunity Index	373
	Index	381

7 The HABITS of HIGHLY EFFECTIVE PEOPLE