

POWERFUL LESSONS IN PERSONAL CHANGE

# THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE

Stephen R. Covey

WITH AN EFOREWORD BY THE AUTHOR

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The 7 Habits of Highly Effective People

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**To my colleagues,  
Empowered  
And Empowering**

## ACKNOWLEDGMENTS

Interdependence is a higher value than independence.

This work is a synergistic product of many minds. It began in the middle seventies as I was reviewing 200 years of success literature as part of a doctoral program. I am grateful for the inspiration and wisdom of many thinkers and for the trans-generational sources and roots of this wisdom.

I am also grateful for many students, friends, and colleagues at Brigham Young University and the Covey Leadership Center and for thousands of adults, parents, youth, executives, teachers, and other clients who have tested this material and have given feedback and encouragement. The material and arrangement has slowly evolved and has imbued those who have been sincerely and deeply immersed in it with the conviction that the Seven Habits represent a holistic, integrated approach to personal and interpersonal effectiveness, and that, more than in the individual habits themselves, the real key lies in the relationship among them and in how they are sequenced.

For the development and production of the book itself I feel a deep sense of gratitude:

—to Sandra and to each of our children and their spouses for living lives of integrity and service and for supporting my many travels and involvements outside the home. It's easy to teach principles loved ones live.

—to my brother John for his constant love, interest, insights and purity of soul.

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—to my dear friends and colleagues in the business, especially:

—to Bill Marre, Ron McMillan, and Lex Watterson for feedback, encouragement, editorial suggestions, and production help.

—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.

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## FOREWORD

Twenty years ago when I wrote this book, I had no idea how the world would change and that people would be able to read *The 7 Habits of Highly Effective People* in this amazing way on this amazing product.

Since then, this book has been called “the most influential business book of the century” (by *The Wall Street Journal*). It stayed on *The New York Times* best-seller list for five years. A “must-read” translated into 38 languages, with 20 million copies in print (and is arguably the most pirated business book in the world). Google *7 Habits* and you’ll get more than 12 million hits. I’ve been humbled and gratified by the worldwide audience this book has reached. Presidents, prime ministers, and kings read the book, but so do college students, construction workers, and kitchen help. I’ve heard from literally thousands of people who say things like this:

- “I learned to focus on truly important things, not just urgent things.”
- “I listen-really listen-to other people for the first time.”
- “Since I started thinking win-win in a job that was killing me, I’ve found a new mission and purpose in my professional life.”

How will *The 7 Habits* impact you? My hope is that you will find new hope, a greater sense of purpose, more peace of mind, and far more rewarding relationships in both your personal and professional life.

Stephen R. Covey

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