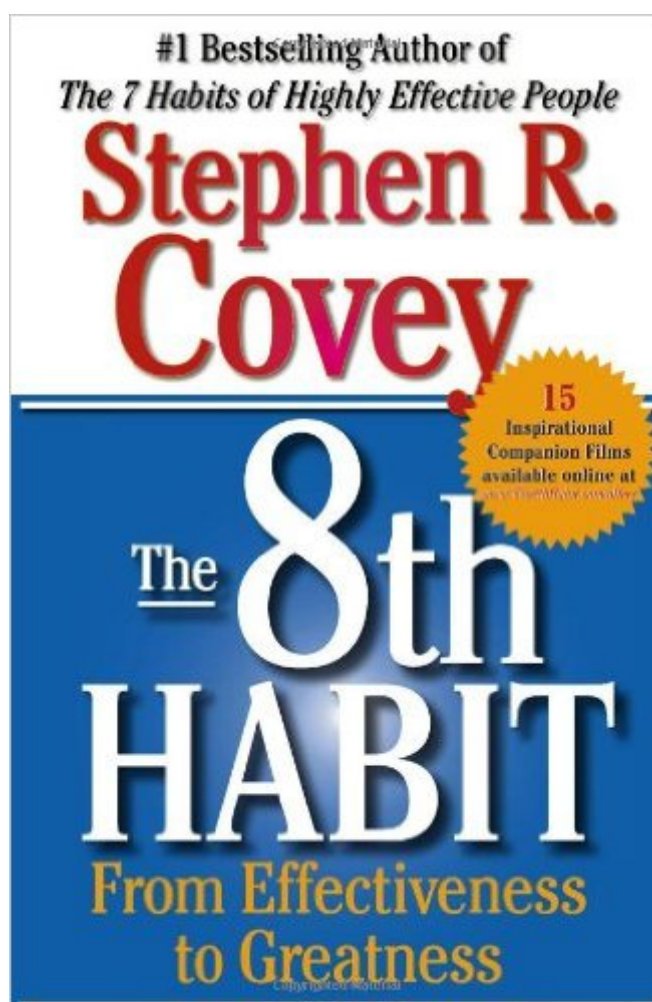


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The 8th Habit: From Effectiveness To Greatness



Synopsis

From Stephen R. Covey comes a profound, compelling, and groundbreaking book of next-level thinking that gives a clear way to finally tap the limitless value-creation promise of the "Knowledge Worker Age." In the more than twenty-five years since its publication, the classic *The 7 Habits of Highly Effective People* has become an international phenomenon with more than twenty-five million copies sold. Tens of millions of people in business, government, schools, and families, and, most importantly, as individuals, have dramatically improved their lives and organizations by applying the principles of Stephen R. Covey's classic book. The world, however, is a vastly changed place. Being effective as individuals and organizations is no longer merely an option—"survival in today's world requires it. But in order to thrive, innovate, excel, and lead in what Covey calls the "New Knowledge Worker Age," we must build on and move beyond effectiveness. The call of this new era in human history is for greatness; it's for fulfillment, passionate execution, and significant contribution. Accessing the higher levels of human genius and motivation in today's new reality requires a change in thinking: a new mindset, a new skill-set, a new tool-set—in short, a whole new habit. The crucial challenge of our world today is this: to find our voice and inspire others to find theirs. It is what Covey calls the 8th Habit. So many people feel frustrated, discouraged, unappreciated, and undervalued—with little or no sense of voice or unique contribution. The 8th Habit is the answer to the soul's yearning for greatness, the organization's imperative for significance and superior results, and humanity's search for its "voice." Covey's new book will transform the way we think about ourselves, our purpose in life, our organizations, and about humankind. Just as *The 7 Habits of Highly Effective People* helped us focus on effectiveness, *The 8th Habit* shows us the way to greatness.

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Customer Reviews

If you haven't read *The 7 Habits of Highly Effective People*, I suggest you read that one before this book. Dr. Covey obviously pulled out all of the stops in trying to make this book as helpful as possible to his readers. The book contains summaries of the material in his other books, repeats many stories from those books, reconciles the material with most of the business book best sellers in recent years, contains a DVD full of inspiring videos, provides references to many free materials on his web site, has extensive appendices and contains many thoughtful sections on questions and answers. As a result, the book comes across like an encyclopedia of his teachings . . . rather than as the simple communication that is so delightful in his other books. I suspect that Dr. Covey changed ghostwriters for this one (at least I assume that the other books were ghostwritten because they avoid the ponderous communications style that Dr. Covey uses in person). So what is the 8th habit? Allow me to paraphrase. It'll be quicker that way. You act with integrity as an individual and help others to do the same. In Covey-speak, it's the overlap of personal greatness (applying the 7 habits in the forms of vision, discipline, passion and conscience), leadership greatness (applying the 4 roles of leadership (modeling the 7 habits, path finding, aligning and Empowering), and organizational greatness (turned into a vision, mission and values that bring clarity, commitment, translation, synergy, enabling and accountability). See Figure 14.3 on page 280 for the simplest expression of the 8th habit in Covey-speak. Can you make a book out of that point? Well, if you put in lots of examples, you can . . . which Dr. Covey did.

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