

S. COVEY

THE 8th HABIT: FROM

EFFECTIVENESS TO

GREATNESS

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In the more than fifteen years since its publication, the classic **The Seven Habits of Highly Effective People** by **Stephen Covey** has become an international phenomenon with over fifteen million copies sold.

Stephen Covey is an internationally respected leadership authority, family expert, teacher, organizational consultant, and author. Dr. Covey has dedicated his life to teaching principle centered living and leadership to individuals, families, and organizations. Dr. Covey is the author of the international bestseller, *The Seven Habits of Highly Effective People*, named the no 1 Most Influential Business Book of the Twentieth Century, and other best sellers that include *First Things First*, *Principle-Centered Leadership*, and *The 7 Habits of Highly Effective Families* and his recent book *The Eighth Habit- From Effectiveness to Greatness*.

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 to create a pathway to the enormously promising site of tomorrow.

Accessing the higher levels of human genius and motivation in today's new reality requires a sea change in thinking: a new mind-set, 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 Eighth Habit.

The Eighth Habit is about seeing and harnessing the power of a third dimension to the Seven Habits that meets this central challenge of the new Knowledge Worker Age. It is about finding your voice and helping others to find theirs. Voice is of unique personal significance—significance that is revealed as we face our greatest challenges and respond to them receptively and effectively.

When you engage in work that taps your talent and fuels your passion—that rises out of a great need in the world that you feel drawn by conscience to meet—therein lies your voice, your calling, your soul’s code. The purpose of the book is to give you a roadmap that will lead you from pain and frustration to true fulfillment, relevance, significance, and contribution in today’s new landscape—not only in your work and organization, but also in your whole life.

So many people feel frustrated, discouraged, unappreciated, and undervalued — with little or no sense of voice or unique contribution. **The Eighth 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.”.

The Eighth Habit shows how to solve such common dilemmas as:

- People want peace of mind and good relationships, but they also want to keep their lifestyles and habits.
- Relationships are built on trust, but most people think more in terms of “me” — my wants, my needs, my rights.
- Management wants more for less; employees want more of “what’s in it for me” for less time and effort.
- Businesses are run by the economic rules of the marketplace; organizations are run by the cultural rules of the workplace.
- Society operates by its dominant social values, but must live with the consequences of the inviolable operation of natural laws and principles.

The book primarily attempts to teach one basic paradigm: that people are whole people- body, mind, heart and spirit. As a person engages in a process of finding their own voice and inspiring others to find their voice thereby increasing freedom and power of choice to solve greater challenges and serve human needs; people learn how leadership can eventually become a choice not a position.

Regarding the people paradigm the book points out that every human being is precious in his or her own right endowed with enormous, almost infinite potential and capacity to excel.

Covey's new book will transform the way we think about ourselves and our purpose in life, about our organizations, and about humankind. Just as **The Seven Habits of Highly Effective People** helped us focus on effectiveness, **The Eighth Habit** shows us the way to greatness.