



## The 8th Habit: From Effectiveness to Greatness

By Stephen R. Covey

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### The 8th Habit: From Effectiveness to Greatness By Stephen R. Covey

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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### Editorial Review

#### From Publishers Weekly

The original seven habits of highly successful people are still relevant, but Covey, author of the mega-bestseller of that title, says that the new Information/Knowledge Worker Age, exemplified by the Internet, calls for an eighth habit to achieve personal and organizational excellence: "Find your voice and inspire others to find theirs." Covey sees leadership "as a choice to deal with people in a way that will communicate to them their worth and potential so clearly they will come to see it in themselves." His holistic approach starts with developing one's own voice, one's "unique personal significance." The bulk of the book details how, after finding your own voice, you can inspire others and create a workplace where people feel engaged. This includes establishing trust, searching for third alternatives (not a compromise between your way and my way, but a third, better way) and developing a shared vision. This book isn't easy going; less business jargon and more practical examples would have made this livelier and more helpful. But if organizations operated with Covey's ideas—and ideals—most people would undoubtedly find work much more satisfying. DVD not seen by PW.

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#### From Booklist

It takes the likes of Covey--and a gap of 15 years in publication time--to hit directly on the issue confronting individuals and corporations today: the gap between effectiveness and greatness. Following his best-selling *The 7 Habits of Highly Effective People* (1996), the author demonstrates in words and a series of 16 brief DVD clips (included) exactly how to find your own voice and, for leaders, how to support the discovery of the organization's voice. He selects examples from past and present, from Abraham Lincoln to the Grameen Bank in Bangladesh, demonstrating, first, the ways to uncover the four intelligences (mental, spiritual, physical/economic, and emotional/social) and, second, the roles necessary to lead others to discover their voices. Statistics and personal anecdotes (a conversation with Bill Marriott, for instance) underscore the importance of trust and the implementation of that trust; one study from Harris Interactive reveals that only 48 percent of respondents said their organizations lived up to organizational values. Timely commentary in a surefire next-seller. *Barbara Jacobs*

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#### Review

"Stephen Covey continues to wow us with his new *The 8th Habit*. As the world's most respected leadership expert, he builds on the foundation of his bestselling *7 Habits* and gives a pattern for life that is passionate, makes a difference and leaves a legacy of greatness."

-- Larry King

"*The 8th Habit* is a marvelous read, a triumph of the spirit and, in my view, Covey's most important work."  
-- Warren Bennis, author of *On Becoming a Leader*

"*The 8th Habit* is a true masterpiece, a must-read. These principles of personal and organizational leadership, when lived, unleash human genius and inspire deep commitment and magnificent levels of service and satisfaction. This book will be my gift to all my associates as required reading for all of my future endeavors."

-- Horst Schulze, former President and COO of The Ritz-Carlton Hotel Company

"The 8th Habit will clearly stand as the crowning achievement of Covey's lifetime of service."

-- Tom Peters, author of *Re-imagine!: Business Excellence in a Disruptive Age*

"Getting results in large companies is a very rare skill and this book captures how to do it."

-- Kevin Rollins, President and CEO, Dell, Inc.

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#### William Leininger:

Book is to be different for each and every grade. Book for children until finally adult are different content. As we know that book is very important for all of us. The book The 8th Habit: From Effectiveness to Greatness ended up being making you to know about other information and of course you can take more information. It is very advantages for you. The publication The 8th Habit: From Effectiveness to Greatness is not only giving you far more new information but also being your friend when you truly feel bored. You can spend your own spend time to read your reserve. Try to make relationship with the book The 8th Habit: From Effectiveness to Greatness. You never truly feel lose out for everything in case you read some books.

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