



FRANKLINCOVEY PLAYBOOK

TRANSITIONING TO VIRTUAL CLASSROOMS

Steps to effectively move
your training to live-online



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Making the Move to Live-Online

Many organizations are moving some, or all, of their training to live-online. Live-online work sessions are an excellent delivery method and, when done well can be just as impactful as live in-person training.

Live-online training gives organizations the ability to:

- ✔ Address the needs of an increasing number of virtual employees who don't work together in an office.
- ✔ Eliminate the cost of travel and use those savings to address larger populations.
- ✔ Create more robust blended learning solutions.
- ✔ Reach more employees and decrease their time away from the office.

To ensure the highest quality live-online outcomes, organizations should ask themselves the following questions:

- ✔ Which platform should we use?
- ✔ How do we prepare our facilitators to deliver in a virtual classroom?
- ✔ How do we make the learning experience engaging and effective?
- ✔ How do we prepare our culture for live-online training?



“I have a tendency to get distracted in webinars easily. This kept me engaged and the day went by quickly.”

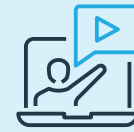
— FranklinCovey Live-Online Attendee

FranklinCovey's virtual classrooms offer rich experiences with the high-quality instruction of FranklinCovey in-person training built into convenient virtual work sessions.

They feature compelling content, award-winning videos, engaging activities, and interactive communication with a live instructor—either a FranklinCovey consultant or a certified facilitator within your organization.

In our 10+ years of live-online delivery experience, we've taught hundreds of thousands of participants and certified thousands of facilitators. The combination of our facilitator certification, virtual delivery platforms, and engaging instructional design helps our clients achieve Net Promoter Scores for live-online training equal to those of live in-person training.

This playbook is designed to prepare your organization to get the most out of your live-online experience.



Getting started

To begin this journey, simply follow four steps to get started using our live-online solutions:

Step 1: Select Your Content

Step 2: Choose Your Platform

Step 3: Determine Who Delivers

Step 4: Make the Move

1 Select Your Content

Expand your training initiatives with a wide selection of live-online work sessions.

Every award-winning FranklinCovey program we're known for in a live in-person format is also available live-online. Each has been carefully tailored for the unique needs of a virtual audience. Each program comes complete with electronic participant guides and tools—or if you choose, you can purchase hard-copy materials and ship them directly to your learners.

Our expert instructional designers have created live-online solutions of over 40 FranklinCovey titles, including our most popular solutions, such as:

- ✔ *The 7 Habits of Highly Effective People® Signature Edition 4.0*
- ✔ *The 7 Habits of Highly Effective People® Foundations*
- ✔ *The 7 Habits for Managers®*

- ✔ *Leading at the Speed of Trust®*
- ✔ *Speed of Trust® Foundations*
- ✔ *The 4 Essential Roles of Leadership®*
- ✔ *The 6 Critical Practices for Leading a Team™*
- ✔ *Unconscious Bias*
- ✔ *The 5 Choices to Extraordinary Productivity®*
- ✔ *Presentation Advantage®*
- ✔ *Project Management Essentials®*
- ✔ *Helping Clients Succeed®*

FranklinCovey
ALL ACCESS PASS®

All Access Pass® Benefit





Passholders can access the live-online content and LiveClicks® delivery platform in their pass immediately. For more information, contact your FranklinCovey client partner or implementation specialist.

All live-online content solutions are built on our LiveClicks® platform, powered by Adobe® Connect™.

Additionally, many titles have been built to work on the Zoom® platform. (See [Step 2](#) for details on platform choices.)

CURRENT ISSUES SERIES


FranklinCovey has curated some of our most relevant content around today’s most pressing issues and created live-online work sessions to help your workforce understand how to handle various situations in which they may find themselves. In order to bring these solutions to you immediately, the four sessions listed on this page are taught exclusively by certified FranklinCovey consultants and can be used by any organization—passholders and non-passholders.

TITLE	DURATION	OBJECTIVES	ALL ACCESS PASS TYPE			PLATFORM	
			PEP	AAP	AAP+	LIVECLICKS	ZOOM
<p>Initiating New Sales Opportunities in Challenging Times: Lessons and Tools from <i>Helping Clients Succeed</i>®</p>	 90-minute session	<ul style="list-style-type: none"> • Understand that your success comes from creating success for your client. • Explore why your motives allow you to successfully engage clients. • Define value in terms of your client needs so you can share a provocative insight that persuades them to answer your call. • Frame the conversation around your clients’ business and their most important needs. 	•	•	•		•
<p>Building Your Remote Work Muscle: Lessons and Tools from <i>The 5 Choices to Extraordinary Productivity</i>®</p>	 90-minute session	<ul style="list-style-type: none"> • Identify the remote work issues and determine what you can do to gain control to accomplish quality work. • Intentionally prioritize all of the “incoming”, and then pause, clarify and decide. • Organize and execute effectively through weekly/daily planning. • Practice having a “Trust Talk” to ensure quality connections while working remote. 	•	•	•		•
<p>Leading Virtual Teams: Lessons and Tools from <i>The 6 Critical Practices for Leading a Team</i>™</p>	 90-minute session	<ul style="list-style-type: none"> • Explore the critical mindset shifts that will maximize your success as a leader. • Learn how to increase engagement of team members by conducting regular 1-on-1s. • Create clarity about team goals and delegate responsibility while providing support. • Give and receive feedback to develop confidence and competence. 	•	•	•		•
<p>Leading in Turbulent Times: Lessons and Tools from <i>The 6 Critical Practices for Leading a Team</i>™</p>	 90-minute session	<ul style="list-style-type: none"> • Mindsets can affect everything—how you focus your energy can make all the difference. • Navigate and lead your teams through the various zones of the Change Model. • Commit to 2-3 things you can do to move yourself and your team to the “Zone of Better Performance.” 	•	•	•		•




COMPLETE LIVE-ONLINE COLLECTION

All of FranklinCovey’s world-class content has been built into live-online experiences. The titles listed below are available to any organization—passholders and non-passholders—and can be taught by FranklinCovey consultants or your own internal certified facilitators.


BUSINESS ACUMEN

TITLE	DURATION	OBJECTIVES	ALL ACCESS PASS TYPE			PLATFORM	
			PEP	AAP	AAP+	LIVECLICKS	ZOOM
What the CEO Wants You to Know: <i>Building Business Acumen</i>	 3 x 90-minute sessions	<ul style="list-style-type: none"> Helps people easily understand the mechanics of their organization’s money-making model. Most useful for helping people understand the story financials tell and how they contribute to the bottom line. 	●	●	●	●	


COMMUNICATION

TITLE	DURATION	OBJECTIVES	ALL ACCESS PASS TYPE			PLATFORM	
			PEP	AAP	AAP+	LIVECLICKS	ZOOM
Business Writing Skills: <i>Getting Your Point Across With Power and Influence</i>	 2 hours	<ul style="list-style-type: none"> Establish writing standards to help increase productivity, resolve issues, avoid errors, and heighten credibility. Learn how to write faster and with more clarity. Gain skills for revising and fine-tuning every kind of document. 	●	●	●	●	
Presentation Advantage®	 3 x 90-minute sessions	<ul style="list-style-type: none"> Helps people communicate effectively, whether with one or one hundred people. Most useful for people and organizations that seek to better inform, influence, and persuade others in today’s knowledge-based world, live or virtually. 	●	●	●	●	
Writing Advantage®	 3 x 90-minute sessions	<ul style="list-style-type: none"> Helps people express ideas and critical messages clearly and concisely. Most valuable for organizations that want consistently high standards of written communication for greater actions and results. 	●	●	●	●	


CONFLICT MANAGEMENT

TITLE	DURATION	OBJECTIVES	ALL ACCESS PASS TYPE			PLATFORM	
			PEP	AAP	AAP+	LIVECLICKS	ZOOM
The 3rd Alternative: <i>Conflict Resolution</i>	 2 hours	<ul style="list-style-type: none"> Discover four paradigms that lead to win-win results in any conflict situation. Defuse conflict and strengthen relationships even when they are threatened by deep differences. 		●	●	●	


CUSTOMER FOCUS

TITLE	DURATION	OBJECTIVES	ALL ACCESS PASS TYPE			PLATFORM	
			PEP	AAP	AAP+	LIVECLICKS	ZOOM
Helping Clients Succeed: Closing the Sale®	 3 x 90-minute sessions	<ul style="list-style-type: none"> • Sell with the intent to achieve win-win outcomes. • Skillfully create the conditions for good decision-making in every client meeting. 			●	●	
Helping Clients Succeed: Filling Your Pipeline®	 3 x 90-minute sessions	<ul style="list-style-type: none"> • Helps salespeople increase the quality and quantity of their sales pipeline. • Most useful for creating a customer-focused culture and increasing sales accountability. 			●	●	
Helping Clients Succeed: Qualifying Opportunities®	 3 x 90-minute sessions	<ul style="list-style-type: none"> • Quickly identify real opportunities and decrease pipeline friction by eliminating weak ones. • Creates a specific call plan that addresses key client issues—nothing more and nothing less. 			●	●	
Leading Customer Loyalty®	 3 x 90-minute sessions	<ul style="list-style-type: none"> • Helps leaders increase employee engagement and provides tools and processes to continuously improve customer experiences. • Most valuable for organizations that seek to create a culture of loyalty with employees and customers. 			●	●	



EXECUTION

TITLE	DURATION	OBJECTIVES	ALL ACCESS PASS TYPE			PLATFORM	
			PEP	AAP	AAP+	LIVECLICKS	ZOOM
Execute Your Team's: Strategy and Goals	 2 x 1 hour and 45 minute sessions	<ul style="list-style-type: none"> • A stand-alone module that is part of the 4 Essential Roles of Leadership suite. • Discover four paradigms that lead to win-win results in any conflict situation. • Defuse conflict and strengthen relationships even when they are threatened by deep differences. 		●	●	●	


INCLUSION AND ENGAGEMENT

TITLE	DURATION	OBJECTIVES	ALL ACCESS PASS TYPE			PLATFORM	
			PEP	AAP	AAP+	LIVECLICKS	ZOOM
<p>Unconscious Bias: <i>Understanding Bias to Unleash Potential™</i></p>	 4 x 75-minute sessions	<ul style="list-style-type: none"> Recognize the impact of bias on behaviors, decisions and performance. Increase empathy and curiosity in personal interactions to surface and explore bias. Explore ways to face bias with courage and create the space where everyone is respected, included, and valued. Commit to actions to address the biases that limit individual performance and the performance of others. 	●	●	●	●	●


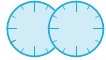

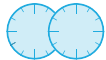
INNOVATION/CREATIVITY

TITLE	DURATION	OBJECTIVES	ALL ACCESS PASS TYPE			PLATFORM	
			PEP	AAP	AAP+	LIVECLICKS	ZOOM
<p>The 3rd Alternative: <i>Innovation</i></p>	 2 hours	<ul style="list-style-type: none"> Learn how to practice rapid prototyping and countertyping to leverage the rich thinking of your team. 		●	●	●	
<p>Find Out WHY: <i>The Key to Successful Innovation®</i></p>	 3 x 90-minute sessions	<ul style="list-style-type: none"> Helps individuals and leaders at every level understand why customers make the choices they do. Design solutions that deliver what customers are looking for—their “Job to Be Done.” 		●	●	●	


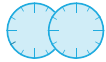

PERSONAL PRODUCTIVITY

TITLE	DURATION	OBJECTIVES	ALL ACCESS PASS TYPE			PLATFORM	
			PEP	AAP	AAP+	LIVECLICKS	ZOOM
<p>The 5 Choices to Extraordinary Productivity®</p>	 3 x 90-minute sessions or 6 x 90-minute sessions	<ul style="list-style-type: none"> Helps people master time management for the 21st century. Most valuable for people who need to make the highest-impact choices about where to invest time, attention, and energy. 	●	●	●	●	●

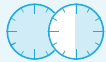
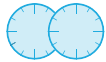
PERSONAL PRODUCTIVITY

TITLE	DURATION	OBJECTIVES	ALL ACCESS PASS TYPE			PLATFORM	
			PEP	AAP	AAP+	LIVECLICKS	ZOOM
<p>The 7 Habits of Highly Effective People®: Signature Edition 4.0— Jump Start: Habits 1-3</p>	 2 hours	<ul style="list-style-type: none"> Learn effective time-management skills, including planning and prioritization skills, balancing key priorities, and using planning tools effectively. Learn to take initiative and manage change. Define a personal mission, vision, and values. 	•	•	•	•	
<p>The 7 Habits of Highly Effective People®: Signature Edition 4.0— Jump Start: Habits 4-7</p>	 2 hours	<p>Apply effective interpersonal communication techniques to build high-trust and productive relationships.</p> <ul style="list-style-type: none"> Collaborate and solve problems. Sharpen the Saw® by learning continuously and achieving life balance. 	•	•	•	•	
<p>Time Management Fundamentals: Powered by <i>The 5 Choices to Extraordinary Productivity</i>®</p>	 2 hours	<p>Participants learn the skills necessary to consciously discern the important from the less and not important, and the planning systems that will keep them focused and feeling accomplished at the end of every day.</p> <ul style="list-style-type: none"> Take control over your time. 	•	•	•	•	
<p>Time Management for Microsoft Outlook: Powered by <i>The 5 Choices to Extraordinary Productivity</i>®</p>	 2 hours	<p>An electronic avalanche of email, and the dings, pings, and blue preview screens that hijack our attention are threatening our productivity in an unprecedented way.</p> <ul style="list-style-type: none"> Leverage technology and fend off distractions by optimizing Microsoft® Outlook® to boost productivity. 	•	•	•	•	


PROBLEM SOLVING

TITLE	DURATION	OBJECTIVES	ALL ACCESS PASS TYPE			PLATFORM	
			PEP	AAP	AAP+	LIVECLICKS	ZOOM
The 3rd Alternative: <i>Decision Making</i>	 2 hours	<ul style="list-style-type: none"> This LiveClicks® session will help you apply four steps for making robust decisions. 		●	●	●	
The 3rd Alternative: <i>Negotiation</i>	 2 hours	<ul style="list-style-type: none"> Learn to distinguish the four steps of haggling from the four steps of synergizing for deals that delight everyone. 		●	●	●	
The 3rd Alternative: <i>Problem Solving</i>	 2 hours	<ul style="list-style-type: none"> Discover how synergy is key to problem solving. 		●	●	●	




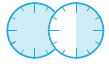
PROJECT MANAGEMENT

TITLE	DURATION	OBJECTIVES	ALL ACCESS PASS TYPE			PLATFORM	
			PEP	AAP	AAP+	LIVECLICKS	ZOOM
Project Management Essentials for the Unofficial Project Manager®	 3 x 90-minute sessions	<ul style="list-style-type: none"> Helps today's knowledge workers learn how to master informal authority with project teams and implement a disciplined process to complete projects with quality results. Most valuable in organizations that need to improve effectiveness of everyday, cross-functional project work. 	●	●	●	●	●
Introduction to Project Management Essentials	 2 hours	<ul style="list-style-type: none"> Don't go over budget or past deadlines again. Participants learn to use proven methods for keeping projects on schedule and on budget, increase buy-in to avoid unnecessary delays and rework, recognize, and avoid potential "hot spots." Use tools for increasing collaboration, communication, and accountability. 	●	●	●	●	





STRATEGIC LEADERSHIP

TITLE	DURATION	OBJECTIVES	ALL ACCESS PASS TYPE			PLATFORM	
			PEP	AAP	AAP+	LIVECLICKS	ZOOM
<i>The 4 Essential Roles of Leadership®</i>	 6 x 90-minute sessions	<ul style="list-style-type: none"> Achieve greater results by mastering the 4 Essential Roles of Leadership. Most valuable where leaders can make a difference by inspiring trust, creating vision, executing strategy, and coaching potential. 		●	●	●	●


TALENT DEVELOPMENT

TITLE	DURATION	OBJECTIVES	ALL ACCESS PASS TYPE			PLATFORM	
			PEP	AAP	AAP+	LIVECLICKS	ZOOM
<i>The 6 Critical Practices for Leading a Team™</i>	 6 x 60-minute sessions	<ul style="list-style-type: none"> Equips first-level leaders with the essential skills and tools to get work done with, and through, other people. Successfully transition new first-level leaders from individual contributors to leaders of others. 		●	●	●	●
<i>The 7 Habits for Managers®</i>	 6 x 90-minute sessions	<ul style="list-style-type: none"> Develops essential mindsets, skillsets, and toolsets to get work done with and through others. Most valuable when needing to build the leadership pipeline at the frontline-leader level. 		●	●	●	
<i>The 7 Habits Leader Implementation: Coaching Your Team to Higher Performance</i>	 3 x 90-minute sessions	<ul style="list-style-type: none"> Helps leaders model the 7 Habits and create conditions where their team members work together more effectively. Most valuable for teams and organizations that want to build a culture of effectiveness. 		●	●	●	
<i>The 7 Habits of Highly Effective People® Foundations</i>	 3 x 90-minute sessions	<ul style="list-style-type: none"> Builds the fundamentals of personal effectiveness. Most useful when people need an introduction to increasing emotional intelligence, including self-management and interpersonal skills. 	●	●	●	●	






TALENT DEVELOPMENT

TITLE	DURATION	OBJECTIVES	ALL ACCESS PASS TYPE			PLATFORM	
			PEP	AAP	AAP+	LIVECLICKS	ZOOM
<i>The 7 Habits of Highly Effective People: Signature Edition 4.0</i>	 6 x 60-minute sessions or  9 x 90-minute sessions	<ul style="list-style-type: none"> • Increase personal effectiveness. • Most useful for organizations/individuals who want to increase emotional intelligence, interpersonal communication, and teamwork. 	•	•	•	•	•
<i>Introduction to The 4 Essential Roles of Leadership</i>	 2 hours	<ul style="list-style-type: none"> • A stand-alone module that is part of the 4 Essential Roles of Leadership suite. • Introduces leaders to the core framework for leadership effectiveness. 		•	•	•	
<i>Unleash Your Team's Potential Through Coaching®</i>	 2 hours	<ul style="list-style-type: none"> • A stand-alone module that is part of the 4 Essential Roles of Leadership suite. • Unleash the ability of each person on your team to improve performance, solve problems, and grow their careers. 		•	•	•	


TRUST/INTEGRITY

TITLE	DURATION	OBJECTIVES	ALL ACCESS PASS TYPE			PLATFORM	
			PEP	AAP	AAP+	LIVECLICKS	ZOOM
<i>Inspire a Culture of Trust™</i>	 2 hours	<ul style="list-style-type: none"> • A stand-alone module that is part of the 4 Essential Roles of Leadership suite. • Be the credible leader others choose to follow—one with both character and competence. 		•	•	•	

TRUST/INTEGRITY

TITLE	DURATION	OBJECTIVES	ALL ACCESS PASS TYPE			PLATFORM	
			PEP	AAP	AAP+	LIVECLICKS	ZOOM
Leading at the Speed of Trust®	 6 x 90-minute sessions	<ul style="list-style-type: none"> Helps leaders increase their personal credibility, practice specific behaviors that increase trust, and improve organizational trust. Most valuable in organizations that need to create a measurable culture of high trust. 		●	●	●	●
Organizational Trust: Building a High-Trust Organization	 2 hours	<ul style="list-style-type: none"> Trust makes business move faster, lowers costs, and enhances relationships. Learn how to build a high-trust organization as well as how to recover when trust is impaired. 		●	●	●	
Relationship Trust: Building Strong Teams and Relationships at Work	 2 hours	<ul style="list-style-type: none"> Learn how to develop the character and behaviors of a high-trust team, and how to create strong relationships across the organization. 		●	●	●	
Self Trust: Increasing Your Credibility and Influence at Work	 2 hours	<ul style="list-style-type: none"> Learn the 4 Cores® of a trustworthy character and practice 13 Behaviors that build trust. 		●	●	●	
Speed of Trust® Foundations	 3 x 90-minute sessions	<ul style="list-style-type: none"> Helps individuals build strong foundations of self and relationship trust. Most useful for organizations that seek to improve open communication, creativity, and engagement. 		●	●	●	

VISION/PURPOSE

TITLE	DURATION	OBJECTIVES	ALL ACCESS PASS TYPE			PLATFORM	
			PEP	AAP	AAP+	LIVECLICKS	ZOOM
Create a Shared Team Vision and Strategy	 2 hours	<ul style="list-style-type: none"> When leaders are visionary and strategic, they help the organization achieve its most critical priorities. Move from managing people to a job description to engaging your team in meaningful work. 		●	●	●	

2 Choose Your Platform

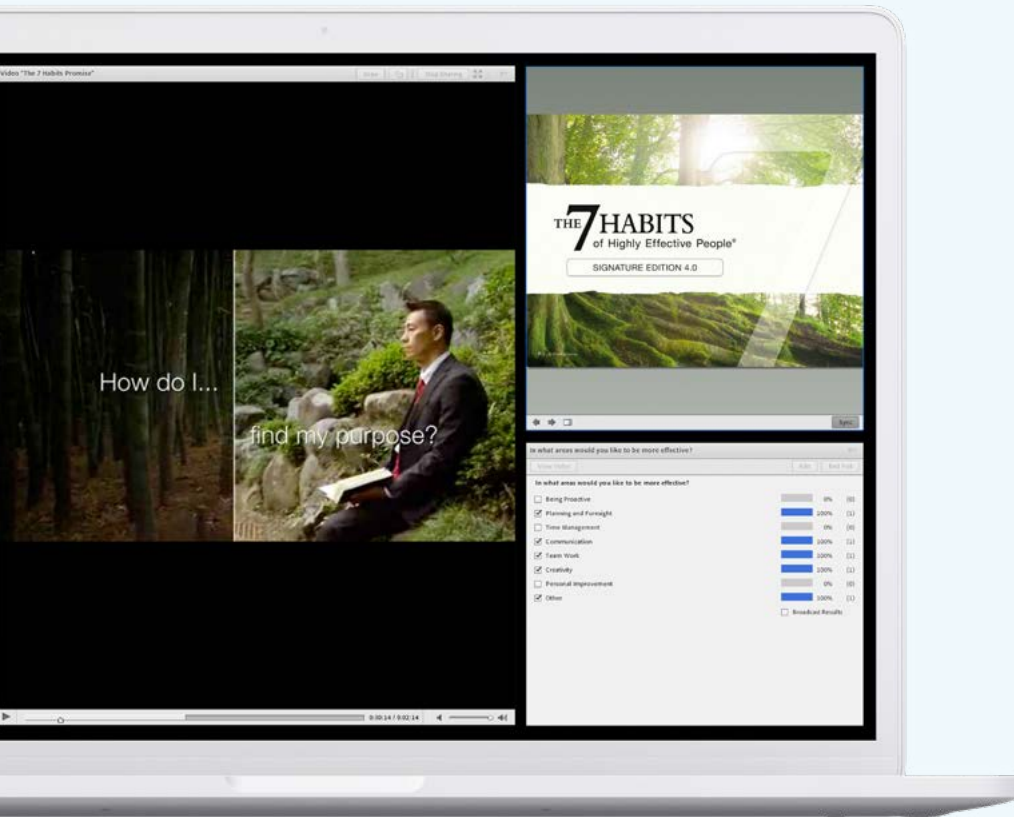
The majority of our content is available on the FranklinCovey LiveClicks® platform, built on Adobe® Connect™. A number of our offerings are also available on the Zoom® platform. Select whichever works best for your organization.



“Having facilitated virtual courses on different platforms, FranklinCovey’s live-online classes are beyond compare in their ability to keep learners engaged. And, FranklinCovey makes it easy to learn how to facilitate courses very quickly.”

— FranklinCovey Live-Online Facilitator

Both platforms can provide an exceptional live-online experience, although they are quite different from each other, so understanding the strengths of each will allow you to best meet your learners' needs.



FranklinCovey's LiveClicks® provides a strong centerline experience and is superior for consistency across deliveries.

ADVANTAGES TO THE LIVECLICKS® PLATFORM INCLUDE:

- ✔ Pre-built virtual classroom, layouts, and polls
- ✔ Pre-loaded virtual facilitator guide, slides, and videos
- ✔ All Access Pass® holders receive complimentary facilitator licenses as part of their pass
- ✔ Most FranklinCovey content is designed for LiveClicks

DISADVANTAGES INCLUDE:

- ✘ May require users to download the Adobe® Connect™ application
- ✘ Some organizations are not familiar with the look and feel of LiveClicks®



Zoom® provides a flexible, fluid, and adaptive experience, and allows for a more tailored consultative session.

ADVANTAGES TO THE ZOOM® PLATFORM INCLUDE:

- ✔ Some organizations already use the Zoom platform
- ✔ Some organizations are already familiar with the look and feel of the Zoom environment
- ✔ When the individual cameras are on, it allows for greater connectivity between participants
- ✔ Most organizations don't have firewall issues with the Zoom platform

DISADVANTAGES INCLUDE:

- ✘ Organizations without Zoom access will need to buy licenses from Zoom
- ✘ While FranklinCovey's core content is Zoom-ready, not all courses are currently available with facilitator guides

3 Determine Who Delivers

Experienced learning and development professionals understand that the quality of any learning experience is most heavily influenced by a facilitator’s knowledge of the content and their ability to transfer that knowledge to the learners.

To ensure a high-quality experience, consider engaging with FranklinCovey in one of two ways:

1 ENGAGE A FRANKLINCOVEY CONSULTANT



FranklinCovey has a team of more than 150 delivery consultants who deliver thousands of live-online and live in-person programs each year. These experts are certified in all of our content solutions and experienced in virtually delivery.

When to use this option

Clients typically choose this when they want to:

- ✓ Access a subject matter expert, an unbiased voice, or outside perspective
- ✓ Engage a group quickly to improve performance
- ✓ Run a pilot session to preview the solution and the virtual experience
- ✓ Partner with an experienced FranklinCovey consultant to co-facilitate with a new facilitator
- ✓ Add additional bench-strength to a small or stretched internal facilitation staff to complete an initiative in a timely manner

2 BECOME CERTIFIED TO TEACH



FranklinCovey has made the same tools and resources used by our own consultants available to each of our clients. You can have confidence that each of your facilitators will be able to deliver high-quality live-online experiences.

When to use this option

Clients typically choose this when they want to:

- ✓ Build capability with internal facilitators
- ✓ Leverage internal resources for a large-scale training initiative
- ✓ Create a team of internal experts who can continue to coach and reinforce training over time

Talk with your client partner or implementation specialist about the best option for your organization.

4 Make the Move

Increasing your usage of live-online delivery does not need to be difficult.

FranklinCovey has created a simple and elegant process to get virtual training up and running in your organization, and our team is here to assist you every step of the way.

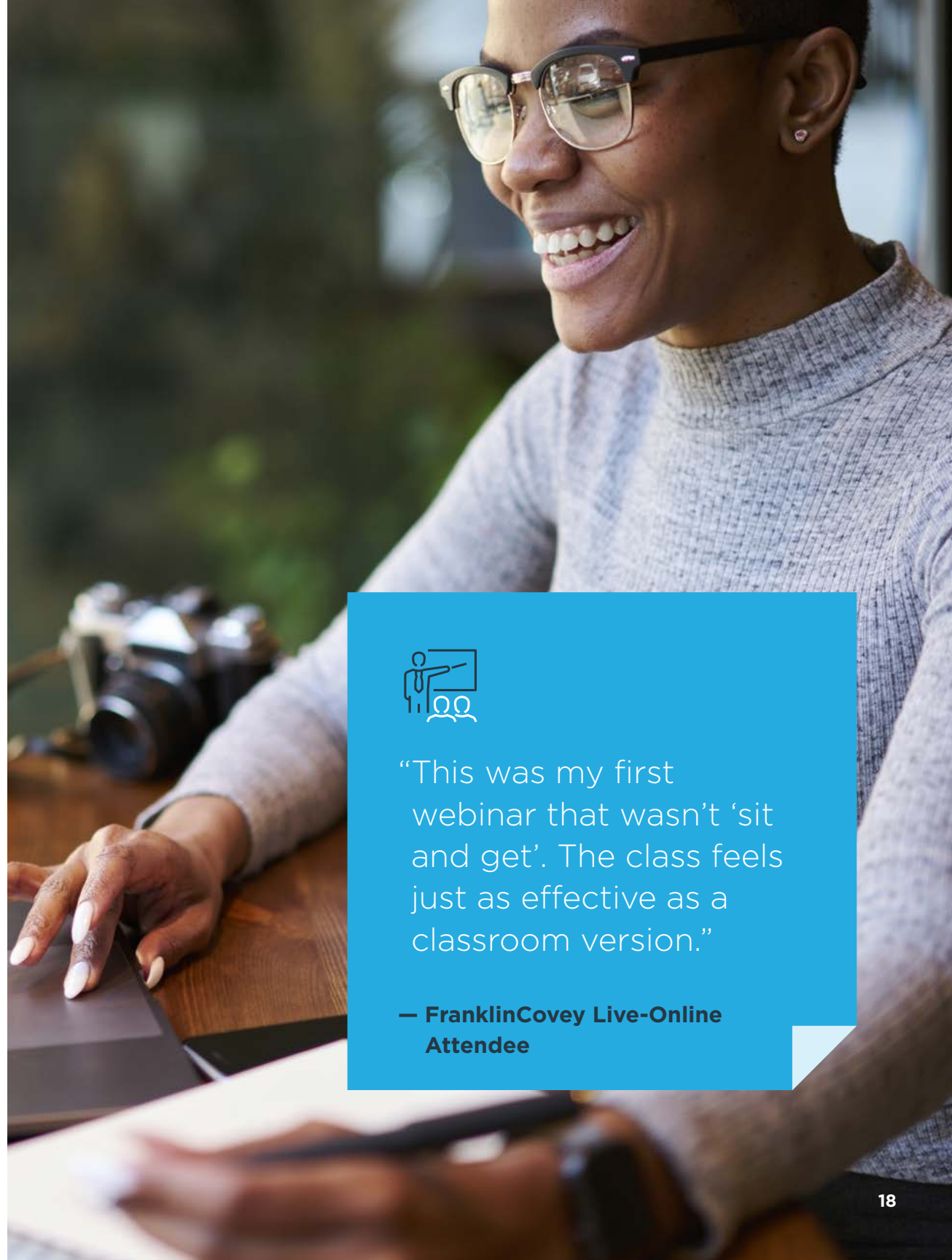


Get started today!

Contact your client partner or implementation specialist for a custom demonstration and discussion about how to bring this solution into your organization.

Click below to email us.

[Contact us](#)



“This was my first webinar that wasn’t ‘sit and get’. The class feels just as effective as a classroom version.”

— FranklinCovey Live-Online Attendee



[LEARN MORE AT FRANKLINCOVEYNORTH.COM](https://www.franklincoveynorth.com)