

BENZIGER MAKES 7 HABITS PROGRAM MORE EFFECTIVE

Katherine Benziger, Ph.D.

Over the past 6 years a number of Covey Consultants in Latin America have found the success of the 7 Habits program is limited when their clients (generally employees of large corporations which have adopted the Covey Program to improve their bottom line) just try to learn and apply the program. The experience was that people lacked adequate and accurate self-knowledge, a factor which Stephen Covey emphasizes is critical for success of his program.

The consultants had tried providing the self-knowledge with other tools, such as the MBTI and the Herrmann Instrument (HBDI). Their conclusion after 2-3 years was that these tools did not provide accurate self knowledge, which they found and reported was provided by the BTSA.

The recommendation was that for any company already using the 7 Habits program, the program could be made much more effective in a sustainable manner, if the 7 Habits program were supported by the BTSA to insure that all the people who took the 7 Habits program had accurate self-knowledge.

