



SPECIAL REPORT: LABOR UNIONS AND FRANKLINCOVEY SOLUTIONS

Excerpt from Susan M. Baile and Dean W. Collinwood,
“Organizational Impact of the *7 Habits* on Schools and Col-
leges.” Full article available at franklincoveyresearch.org.



A school administrator in the United States commenting on the improvement in the teacher union/district contract negotiations after the 7 Habits had been taught to teachers and administrators throughout the school district:

“Having been employed in this district for 22 years, I was sitting in my office last summer when [the contract negotiations] were occurring, and I was in awe, just in awe of the fact that people were putting so much time dedicated to doing something good beyond themselves for the district and the children. And I honestly sat there and looked across the parking lot and said, ‘Wow, that is magnificent.’”

From a union leader involved in the negotiations: “Well, I would wager this is one of the few school districts in the state, maybe even in the nation—it just seems like we have an extraordinarily unique situation—where I know I can go in with the superintendent and negotiate a contract. Now, for teachers to feel that strongly about their superintendent and the way everybody interacts, I think is a pretty positive thing.”

A teacher added: “That was super, and we could never have done that before [the *7 Habits*], and I have never, ever seen anything energize the public school system like that.”

Another teacher: “It’s just a whole different way, and I think the mind-set is probably the best leftover that we have, because it just feels like ‘bring us another problem—we can handle it!’” ■



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From an interview by the Center for Advanced Research with José Guadalupe Durón, Chief Operating Office, Raw Materials, AHMSA, Piedras Negras, Mexico, December 2008. Mr. Durón's company was the first in Mexico to implement the *4 Disciplines of Execution*. For a video on this company, see "MICARE" at www.franklincoveyresearch.org.



Center for Advanced Research: "Has your relationship with the labor union improved since you implemented the *7 Habits*, *4 Disciplines*, and *4 Roles*?"

Durón: "Yes, yes, it has improved. In fact, when we started with FranklinCovey, one of our first objectives was to involve the union in this process and the leaders of the workers, the union leaders. We took FranklinCovey to them, and I participated in the process, and I let them know why what we were doing was so crucial, how transcendent it was going to be, where we wanted to go, what we wanted, and that we sought the betterment of everyone, not just a few or just the company without involving them.

"I believe that right now, the union leaders feel that they are as key as I am or any other member of our organization. We can talk with the union leaders about anything and on the best of terms.

"The problems with the unions have decreased tremendously. In fact, they have helped us tremendously to achieve, to reach the goals we have set." ■