

NEW FEATURE

In this new “Knowledge Worker Age” we’ve moved away from the Industrial Age thinking. Today, success is all about communication. With this in mind, we’re adding a new feature to the Success Connection that will inform you about new or tried and true books about business.

The 8th Habit: From Effectiveness to Greatness

Everyone is familiar with Stephen Covey’s *The 7 Habits of Highly Effective People* which sold more than 15 million copies in 38 languages throughout the world. In November 2004 Covey released *The 8th Habit: From Effectiveness to Greatness*.

In his new book, Covey contends that in today’s challenging and complex world being highly effective will only get you on the playing field. He says the new Information/Knowledge Worker Age, exemplified by the Internet, calls for an eighth habit to achieve personal and organizational excellence. In order to thrive, innovate, excel, and lead in today’s world, we need to reach beyond effectiveness toward fulfillment, contribution, and greatness. This new environment requires a new skill-set, a new mindset, and a new habit.

Surveys show that most employees are not satisfied or fulfilled by their work. Covey says, “They suffer from a loss of passion, feeling disenabled in their jobs, coping with low-trust environments, and feeling bogged down and distracted.” We are in a new era – an era that demands fulfillment.

Covey says, “The 8th Habit is about seeing and harnessing the power of a third dimension to the 7 Habits that meets this central challenge of the new Knowledge Worker Age.” Leaders must

now find their own voice and help others find theirs. In other words, leadership is about communicating a person’s potential and worth so well that the individual begins to see it for themselves. 💰

The 8th Habit is about finding out why you’re here and helping others do the same. Covey explains, “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 8th Habit: From Effectiveness to Greatness by Stephen R. Covey is published by Simon & Shuster. The ISBN is 0-684-84665-9 and retails for \$26.00. A bonus DVD with 16 inspirational companion films is included.

