

# The Ultimate Competitive Advantage: Why Your People Make All the Difference and the 6 Practices You Need to Engage Them

By Shawn D Moon, Sue Dathe-Douglass

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**“People are our most important asset.” Every company pays lip service to this platitude, but how many companies really embrace it?**

People are what sustain—or ruin—your brand. If your people are not excited about the company, indifferent, or even alienated from it, your competitive advantage will disappear.

In *The Ultimate Competitive Advantage*, FranklinCovey experts Shawn D. Moon and Sue Dathe-Douglass lay out the steps leaders can take to tap into their companies’ most valuable and unique resource: people.

When you promote a company of proactive and engaged employees who create a winning culture, sustain it, leverage it, and make it work no matter what comes your way, your business rises above the rest. From the company that brought you *The 7 Habits of Highly Effective People*, *The Ultimate Competitive Advantage* offers six highly effective practices that will propel your company to success by unleashing the potential of your people.

Each practice in *The Ultimate Competitive Advantage* is based on fundamental principles that hold true across all industries, from the necessity of being proactive to the importance of building win-win relationships. Implementing these practices is the key to making a distinctive difference in the marketplace.

*The Ultimate Competitive Advantage* will enable your company to achieve remarkable results and become an industry standout by leveraging your most important asset: your people.

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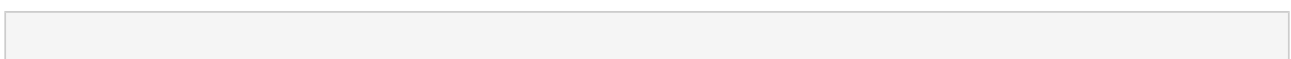
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### Editorial Review

#### Review

"A must-read for leaders who recognize culture and people are complementary and needed to sustain your company's competitive advantage. Shawn D. Moon and Sue Dathe-Douglass outline the process/operating system needed to sustain engagement and success."

—**Michael Fung, Former CFO, Walmart U.S.**

"A powerful framework for creating a culture of great performance."

—**Joel Peterson, Chairman, JetBlue**

"You already have a culture, but is it helping or hindering your success? In *The Ultimate Competitive Advantage*, Shawn D. Moon and Sue Dathe-Douglass provide the roadmap for sustaining superior performance by engaging your greatest asset—your people."

—**Kay Stepp, Former President, Portland General Electric**

#### About the Author

**Shawn D. Moon** is the Executive Vice President of Global Sales and Delivery for FranklinCovey Corp., where he is responsible for the Company's U.S. and International direct offices, the Sales Performance Practice, the Execution and Speed of Trust Practices. Shawn has more than two and a half decades of experience in leadership and management, sales and marketing, program development, and consulting services.

**Sue Dathe-Douglass** serves as Global Vice President of Leadership, Sales and Delivery Effectiveness at FranklinCovey. Drawing on more than 30 years of organizational and leadership experience, Sue is a catalyst for high performance and engagement at all levels of the organization. Sue joined FranklinCovey in 1996 as a Leadership Delivery Consultant responsible for designing, developing, and delivering customized leadership engagement solutions that met the unique needs of her many clients.

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**Callie Allen:**

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**Beverly Woods:**

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