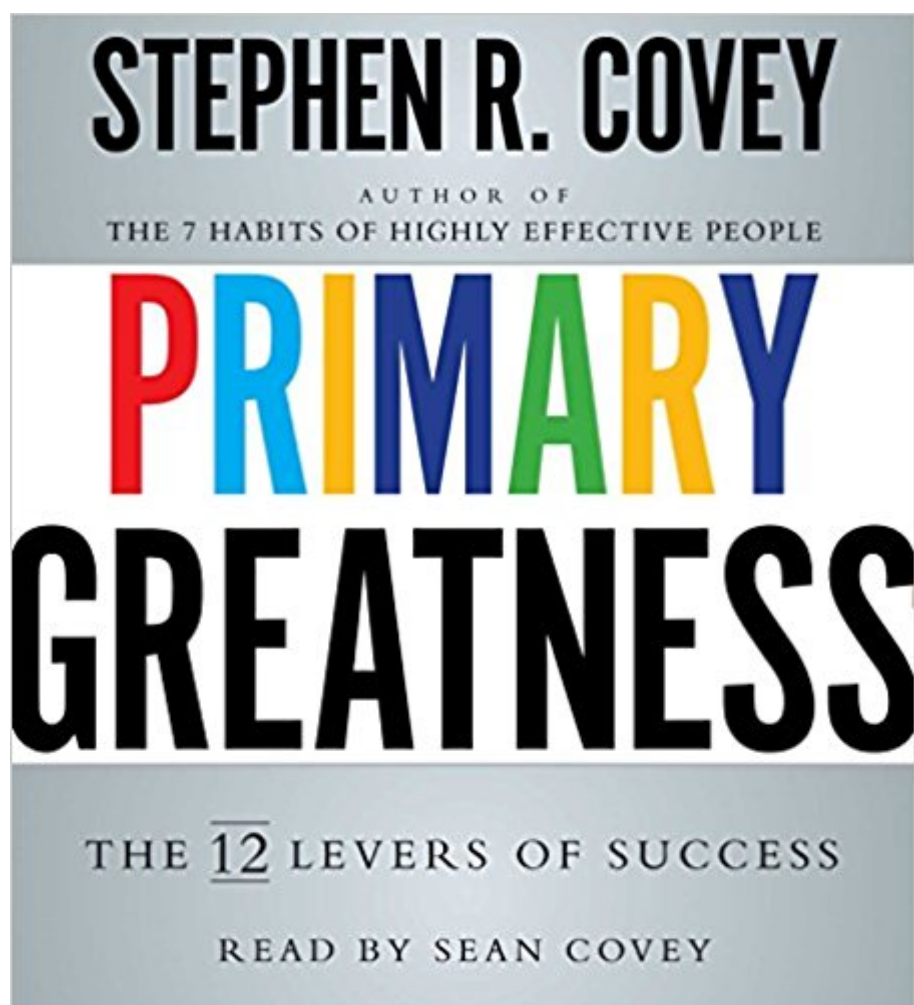


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# Primary Greatness: The 12 Levers Of Success



## Synopsis

From Stephen R. Covey—the late, legendary author of *The 7 Habits of Highly Effective People*—a new set of rules for achieving a happy and fulfilling life of primary greatness. Many of us are hurting. We have chronic problems, dissatisfactions, and disappointments. Although we generally make it through the day, a lot of us feel overwhelmed by burdens we carry. We try to “lift the load of life” each day and sometimes it’s just too much. The idea of living a “great life” seems a distant dream. Too often, however, we have the wrong idea of what a great life is. We think if only we had enough money, enough free time, enough good looks or popularity, everything would be great. If that’s what makes for a great life, no wonder so many of us feel so weighed down by the demands of everyday living. Stephen R. Covey believed there were only two ways to live: a life of primary greatness or a life of secondary greatness. Through his classic books and seminars, he taught that the intrinsic rewards of primary greatness—integrity, responsibility, and meaningful contribution—far outweighed the superficial rewards of secondary greatness—money, popularity, and the self-absorbed, pleasure-ridden life that some people consider “success.” Dr. Stephen R. Covey’s teachings are beloved and have inspired countless listeners and leaders. *Primary Greatness* once again delivers classic Covey wisdom in a compact and digestible form. In this posthumous work, Covey lays out clearly the 12 levers of success that will lead to a life of primary greatness: Integrity, Contribution, Priority, Sacrifice, Service, Responsibility, Loyalty, Reciprocity, Diversity, Learning, Teaching, and Renewal. For the first time, Covey defines each of these twelve qualities and how they provide the leverage to make your daily life truly “great.”

## Book Information

Audio CD

Publisher: Simon & Schuster Audio; Unabridged edition (November 24, 2015)

Language: English

ISBN-10: 1442399309

ISBN-13: 978-1442399303

Product Dimensions: 5.1 x 0.7 x 5.9 inches

Shipping Weight: 7.2 ounces (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars 19 customer reviews

Best Sellers Rank: #2,395,055 in Books (See Top 100 in Books) #48 in Books > Books on CD > Authors, A-Z > ( C ) > Covey, Stephen R. #386 in Books > Books on CD > Business >

## Customer Reviews

"When life weighs us down with problems and disappointments, we sometimes feel that we are not successful and it is difficult to move forward, let alone make progress toward reaching our goals. In this book, Stephen Covey provides us with 12 principles to live by that can help us have the character, courage and confidence to push past life's difficulties to create our very best life. • Muhammad Yunus, Nobel Peace Prize Winner, 2006 "Primary Greatness teaches that what some may consider greatness is money, power, social prominence is far less important than a life of honesty, love, and contribution. It is in fact, personal integrity that is the foundation for all success. In this powerful set of essays, Stephen Covey shows that you cannot deliver value without values. • Dr. Covey's teachings have been instrumental in shaping both my personal and professional life. The 12 levers outlined in Primary Greatness outline a clear path for anyone to achieve success. This is a wonderful book filled with incredible nuggets and wisdom. • "In these remarkable early essays by Stephen Covey, you'll find the core principles of genuine success and the seeds of the famous seven habits. With his trademark clarity, Covey emphasizes the importance of integrity and intrinsic rewards and makes a powerful case for life our live more from imagination than memory. PRIMARY GREATNESS is an ideal book for anyone looking for guidance in how to live a truly successful, worthwhile life of service. • Daniel H. Pink, New York Times bestselling author of DRIVE, TO SELL IS HUMAN, and A WHOLE NEW MIND "The essays in this book are still so timely, even though Covey wrote them many years ago. In this book, he continues to remind us that what we do every day in our personal and professional relationships is how we treat others is reflects our loyalty and commitment to building lives of character. Thank you, Stephen, for providing us with these pearls of wisdom." --This text refers to the Hardcover edition.

Recognized as one of Time magazine's twenty-five most influential Americans, Stephen R. Covey (1932-2012) was an internationally respected leadership authority, family expert, teacher, organizational consultant, and author. His books have sold more than twenty-five million copies in thirty-eight languages, and The 7 Habits of Highly Effective People was named the #1 Most Influential Business Book of the Twentieth Century. After receiving an MBA from Harvard and a doctorate degree from Brigham Young University, he became the cofounder and vice

chairman of FranklinCovey, a leading global training firm. Sean Covey is Executive Vice President of Global Solutions and Partnerships for FranklinCovey. He is a New York Times bestselling author and has written several books, including *The 6 Most Important Decisions You'll Ever Make*, *The 7 Habits of Happy Kids*, *The 4 Disciplines of Execution*, and *The 7 Habits of Highly Effective Teens*, which has been translated into twenty languages and sold over five million copies worldwide.

A great compilation of some unpublished articles of Dr. Stephen R. Covey into a new book that highlights the key differences of Primary Greatness (Success with depth and meaning through integrity, character and contributions, etc.) versus Secondary Greatness (Success through superficial types of fame, PR images and material gains or financial achievements, etc.), while also laying out the 12 Levers for achieving Primary Greatness as a much higher form of success that leaves legacy and positive impact for the good of others. I must congratulate the Covey's teams in launching such a great book since the departure of Dr. Covey. This book is relatively easy to read and understand, helping readers to do deep soul searching on one's existence and meaning. It is not about 7 Habits or the 8th Habit, making it less theoretical, yet still philosophical, with less jargons, yet more depth and less self-help in tonality. This book truly makes me think and reflect, upon a turbulent world that we live in nowadays. We are enslaved by the internet, social media, gadgets, and smartphones. We are more hooked into both quick-fixes and superficialities, while getting less and less in touch with our true inner voices. I cannot stop reading this book, once I got both the Kindle and Audible versions of it. Frankly speaking, for the past 4 to 5 years, I am mostly disappointed with the so-called new books published by Franklin Covey, since they are getting more and more commercialized, always repeating the same old stuff, especially spinning off from the "7 Habits brand franchise". But this time, when I read this new book, I found it more like the books of Dr. Covey in his earlier years (probably condensed from many of his older articles!), by which are more deep and in touch with our hearts, rather than just theoretically appealing to our heads. Even just by reading Sean Covey's preface, I was so touched by it, and I kept reading, fully inspired by the importance of pursuing Primary Greatness in one's life for deeper meaning, achievements and happiness. Hope you will be inspired by it too!

“According to Dr. Stephen R. Covey, primary greatness is the kind of success that comes from contribution. By contrast, the trappings of success—position, popularity, public image—are secondary greatness. When you see the actions and

behaviors of celebrities, famous athletes, CEOs, movie actors, or whatever, you're seeing secondary greatness. Primary greatness is on the inside. It's about character. Secondary greatness is on the outside. As Dr. Covey taught, "Many people with secondary greatness—that is, social recognition for their talents—lack primary greatness or goodness in their character. Sooner or later, you'll see this in every long-term relationship they have, whether it is with a business associate, a spouse, a friend, or a teenage child going through an identity crisis. It is character that communicates most eloquently. As Emerson once put it, "What you are shouts so loudly in my ears that I cannot hear what you say."~ Stephen R. Covey's colleagues from the Preface to Primary Greatness Stephen Covey is one of my favorite teachers. In fact, *The 7 Habits of Highly Effective People* was \*literally\* the first book I ever read that introduced me to the idea that we could actually improve our lives and make a difference in the world. On the first pages of my book, I share this quote from *7 Habits* as it so powerfully captures the essence of my work: "I believe that a life of integrity is the most fundamental source of personal worth. I do not agree with the popular success literature that says that self-esteem is primarily a matter of mind set, of attitude—that you can psych yourself into peace of mind. Peace of mind comes when your life is in harmony with true principles and values and in no other way." (Which came right after this Nietzsche quote, btw: "This is my way; where is yours?" • Thus I answered those who asked me "the way." • For the way that does not exist. • :) Stephen Covey passed away in 2012. This book was published posthumously and features a collection of wisdom focusing on the fact that private victory precedes public victory. Primary greatness. It's all about what's on the INSIDE. I'm excited to share some of my favorite Big Ideas: 1. The 12 Levers of Success - Here they are. 2. *Esse Quam Videri* - "To be rather than to seem." 3. Virtues: Meet Your Parents - Humility + Courage. 4. Say "YES!!" - If you want to be able to say "No." 5. High-Tech Power Saw - = Next purchase. That's how we want to live—with primary greatness ever in mind. More goodness—including Philosophers' Notes on 300+ books in our \*OPTIMIZE\* membership program. Find out more at [brianjohnson.me](http://brianjohnson.me).

I have always been impressed by Steven R. Covey. To publish this years after his death - wow! Consistent with his other work it helps us focus on what matters, what is primary. While not his

original thought, all great thinkers and philosophies come back to this single thing. By connecting and becoming living examples of correct principles we become ambassadors for the things that are important, that protect ours and following generations. The consequences of not doing this are cataclysmic, just look around.

Great work of the legendary Stephen Covey. As illuminating as ever in articulating his mind on what it takes to achieve real greatness.

I Love this book

I'm only 4 chapters in and have highlighted so many amazing nuggets. For me, this book speaks to living an authentic life and rising in to who we are here to be.

Well-worth a read and thoughtful consideration! Can be applied to anyone's life and goals!

Although Primary Greatness wasn't nearly as good as 7 Habits, this short-chapter book about 12 different success levers was still a compelling read.

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