



The NAA Education Institute has partnered with FranklinCovey, a leader in performance improvement, to integrate a number of Covey's *Insights On Demand* online courses into the National Apartment Leasing Professional (NALP) designation curricula. NAAEI uses a blended-learning approach where designation candidates take the courses online and they are followed up in the classroom with instructor facilitated activities that reinforce the online learning. Courses covered in NALP are:

- **Empathic Listening:** *Steps to True Understanding*
- **The Ultimate Question:** *Earn the Loyalty of Your Customers*
- **Copa Airlines:** *Create a Clear and Compelling Strategy*
- **Trim Tab:** *How to Initiate Change*
- **Market Trust:** *Build Your Brand and Reputation*

The online courses feature FranklinCovey's powerful, world-renowned content in the form of short, web-based, video-rich training modules. These self-paced, online courses are ideal for boosting employee skill sets, enhancing job performance and or reinforcing current training initiatives.

Best of all, NAAEI designation candidates will have access to the entire library of 63 *Insights On Demand* courses for one year, allowing them to continue their professional development after earning their NAAEI designation. This flexible, self-paced approach to online learning allows employees to train on their own time. *Insights On Demand* courses are built around FranklinCovey's award-winning videos, which continue to impact learners in deep and meaningful ways.

NAAEI designates are urged to start their online learning with FranklinCovey's seven Personal Productivity courses. These courses cover:

- **Big Rocks:** *The Key to Getting the Most Important Things Done*
- **Circle of Influence:** *Focusing Your Energy Where It Counts*
- **Circles:** *Understanding the Stress Cycle*
- **Sharpen the Saw:** *Continuously Improving Your Life and Work*
- **Survival/Revival:** *Avoid Burnout by Investing in Yourself*
- **The Time Matrix:** *How to Manager Your Time Effectively*
- **Weekly Planning:** *Three Steps to Improving Your Personal Productivity*

To access FranklinCovey courses:

<https://leasehawk.learnerhall.com/naaei>

Your login is your NAA ID plus "@naaei" and your password is your NAA password.

Insights On Demand

FranklinCovey *Insights On Demand* is a library of 63 online courses which are short, video-rich training modules covering 15 core competencies:

BUSINESS ACUMEN
COMMUNICATION
CONFLICT MANAGEMENT
CUSTOMER FOCUS
EXECUTION

INNOVATION/CREATIVITY
MANAGING CHANGE
PERFORMANCE MANAGEMENT
PERSONAL PRODUCTIVITY
PROBLEM SOLVING

STRATEGIC LEADERSHIP
TALENT DEVELOPMENT
TEAM BUILDING
TRUST/INTEGRITY
VISION/PURPOSE

Competencies

Business Acumen 3 videos

- **Dashboard:** *The Power of Keeping Score*
- **The Dabbawalas:** *Make Your Systems Succeed*
- **Your Money-Making Model:** *Understand How You Affect the Bottom Line*

Communication 3 videos

- **Blind Spots:** *How to Give and Receive Effective Feedback*
- **Empathic Listening:** *Steps to True Understanding*
- **Win-Win Thinking:** *Create Mutually Beneficial Relationships*

Conflict Management 4 videos

- **Malice in Dallas:** *Resolve a Conflict, Build a Relationship*
- **Street Hawkers:** *Turn Your Adversaries Into Allies*
- **Walls:** *Negotiating Breakthrough Solutions*
- **Win-Lose Conditioning:** *Turn Conflict Into Collaboration*

Customer Focus 4 videos

- **Market Trust:** *Build Your Brand and Reputation*
- **The Job to Be Done:** *Know What Your Customers Really Want*
- **The Ultimate Question:** *Earn the Loyalty of Your Customers*
- **The World's Most Trusted Company:** *How to Partner With Your Customers*

Execution 7 videos

- **Goal:** *Overcoming the Execution Gap*
- **Land One at a Time:** *Staying Focused on Key Priorities*
- **Lead Measures:** *Understanding The Drivers of Your Success Business Skills*
- **Store 334:** *Steps to Effective Team Execution*
- **Whirlwind:** *Achieve Your Goals Amid the Day-to-Day Demands*
- **WIG Session:** *Creating an Accountability System*
- **Your Best Moment:** *Turn Strategy into Action*

Innovation/Creativity 3 videos

- **IDEO:** *Building an Innovative Culture*
- **One Light:** *What Positive Difference Can Your Team Make?*
- **The Nature of Synergy:** *Achieving Creative Breakthroughs*

Managing Change 4 videos

- **Carry Your Own Weather:** *Taking Charge of Your Life*
- **Stone:** *Becoming a Force for Positive Change*
- **Trim Tab:** *How to Initiate Change*
- **Whitewater:** *Navigate Successfully Through Turbulent Times*

Performance Management 3 videos

- **Green and Clean:** *Holding Each Other Accountable for Results*
- **Max & Max:** *The Art of Demotivation*
- **Win-Win Agreements:** *Steps to Effective Performance Management*

Personal Productivity 7 videos

- **Big Rocks:** *The Key to Getting the Most Important Things Done*
- **Circle of Influence:** *Focusing Your Energy Where It Counts*
- **Circles:** *Understanding the Stress Cycle*
- **Sharpen the Saw:** *Continuously Improving Your Life and Work*
- **Survival/Revival:** *Avoid Burnout by Investing in Yourself*
- **The Time Matrix:** *How to Manage Your Time Effectively*
- **Weekly Planning:** *Three Steps to Improving Your Personal Productivity*

Problem Solving 3 videos

- **Muhammad Yunus:** *How to Change the World*
- **Preventive Policing:** *Prevent Crises Before They Arise*
- **See-Do-Get:** *Change Your Mindset, Change Your Results*

Strategic Leadership 5 videos

- **Copa Airlines:** *Create a Clear and Compelling Strategy*
- **Law of the Harvest:** *Principles of Long-Term Success*
- **Race to the Pole:** *How to (and How Not to) Lead a Team to Victory*
- **The Goose and the Golden Egg:** *Balancing Short-and Long-Term Thinking*
- **Wooden:** *What Great Leaders Are Made Of*

Talent Development 4 videos

- **Teacher:** *Seeing the Potential in Others*
- **Emma Brandon:** *Empowering Ourselves to Succeed*
- **Light the Fire:** *Coaching Others to Ignite Their Potential*
- **Whole-Person Paradigm:** *Unleashing the Full Capacity of People*

Team Building 3 videos

- **Everest:** *Reaching the Summit as a Team*
- **Mauritius:** *Build a Great Team by Leveraging Diversity*
- **Speed Up Your Team:** *Continuously Improving Team Processes*

Trust/Integrity 5 videos

- **Investment Advice:** *How to Destroy Your Credibility*
- **The 13 Behaviors:** *Building High-Trust Relationships*
- **The 4 Cores:** *Building Personal Credibility*
- **The Case for Trust:** *The One Thing That Makes All the Difference*
- **The High Cost of Low Trust:** *The Impact of Ethics in the Workplace*

Vision/Purpose 5 videos

- **80th Birthday:** *Develop a Powerful Personal Mission*
- **Contribution:** *Define Your Own Great Purpose at Work*
- **Discovery of a Character:** *Find Passion and Purpose in Your Work*
- **Live, Love, Learn, Leave a Legacy:** *Identifying Your Values*
- **Masterpiece:** *Paint a Picture of Your Best Life*

