



FranklinCovey Launches Disrupt Everything: Innovate for Impact, Based on The New York Times Bestselling Book by James Patterson and Patrick Leddin, Disrupt Everything and Win

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New Course Equips Leaders with Vital Behaviors They Need to Successfully Navigate Disruption's Toughest Challenges and Thrive

SALT LAKE CITY--(BUSINESS WIRE)--Oct. 9, 2025-- [FranklinCovey \(NYSE: FC\)](#), the premier organizational performance partner, announced today the launch of its newest leadership course, [Disrupt Everything: Innovate for Impact](#). It's based on *The New York Times* bestselling book, [Disrupt Everything and Win: Take Control of Your Future](#), co-authored by [James Patterson](#), the world's bestselling author with the most #1 *New York Times* bestsellers, and [Patrick Leddin](#), PhD, *Wall Street Journal* bestselling author, and FranklinCovey Senior Advisor.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20251009731269/en/>



Disrupt Everything and Win: Take Control of Your Future

In today's volatile marketplace, disruption is no longer an occasional challenge—it's a constant reality. Market shifts, emerging technologies, such as AI, and organizational shake-ups happen without warning. Yet it's great leadership that turns this type of uncertainty into clarity, making effective, high-stakes decisions under pressure.

But, according to *The Global State of Strategy: Strategy Management Trends Report 2025* by Quantive, only **10% of business leaders say their organizations pivot quickly and effectively**. FranklinCovey's *Disrupt Everything: Innovate for Impact* course closes that gap.

"We're honored to have worked closely with James and Patrick to create this course," said [Paul Walker](#), FranklinCovey CEO. "In every organization today, regardless of the industry, it isn't disruption that's the threat, rather it's the resistance to it. With this course leaders will gain the clarity, confidence, and tools they need to innovate under pressure, move faster, and achieve their most important goals in today's fast-changing world."

James Patterson, co-author of *Disrupt Everything and Win*, said, "We're excited to have partnered with FranklinCovey to create *Disrupt Everything: Innovate for Impact*. Disruption is hitting every industry faster than ever before, and it's not slowing down. The truth is every organization, team and person needs to lean into that change and find ways to turn it into something positive."

INVITATION: Learn what great leaders must do to lead in the age of disruption, by attending the complimentary, virtual FranklinCovey Impact Conference, "Where Are All The Great Leaders?," November 4-7 (daily from 11 am -12:30 pm ET) featuring bestselling authors and leadership experts, Mel Robbins, James Patterson and Patrick Leddin, Stephen M. R. Covey, and an all-star AI panel. Visit here to register: <https://impact.franklincovey.com/>.

The course addresses common challenges such as:

- Missing opportunities and losing market share
- Stalling initiatives and strategic projects
- Leading ineffectively through uncertainty
- Churning priorities and losing focus
- Declining morale and engagement

Benefits to learners include:

- Launching ideas more quickly
- Outpacing competitors
- Driving continuous improvement
- Unleashing everyday innovation and creativity

Patrick Leddin, PhD, co-author of *Disrupt Everything and Win*, and FranklinCovey Senior Advisor, said, "In an unprecedented era of disruption with a pace and rate that has never occurred before, great leaders everywhere are searching for ways to turn this disruption into a force for good. *Disrupt Everything: Innovate for Impact* gives them a framework of vital behaviors, to not just survive, but to thrive because of it – sparking innovation, making smarter, faster, decisions, and driving lasting growth, even when the rules change overnight."

DISCOVER YOUR DISRUPTOR PROFILE NOW: Identify and inspire impactful behavior amid disruption. Take our self-assessment to reveal your unique disruptor strengths and learn how to leverage them for greater success. <https://disrupt.franklincovey.com>

Disrupt Everything: Innovate for Impact provides learners with the **Disruptive Strengths Framework**, which includes a four-step **Disruptive Loop—Discern, Behave, Achieve and Refine**—to reframe disruption differently, as follows:

- **Discern:** Define disruption in the context of their work and identify the forces driving it; reframe disruption from threat to opportunity, recognizing its potential for progress; and challenge old assumptions and spot new possibilities.
- **Behave:** Use a disruptive strengths framework to lead with clarity, empathy, and conviction; tap both the visible and hidden strengths on their team to effectively navigate disruption; and build trust and alignment with clear communication and consistent follow-through.
- **Achieve and Refine:** Set a bold yet realistic vision and turn it into rapid, low-risk experiments; anticipate and remove obstacles to keep momentum on the work that matters most; and capture lessons learned and create habits that sustain resilience and innovation.

Learners will change their paradigms as follows:

- From focusing on the threats and being stuck in “react” mode to **seeing disruption as a chance for growth and new possibilities that deliver measurable results.**
- From seeing people only through their current job descriptions to **leveraging team members’ strengths to collaborate effectively, move faster, and create value – without burning out.**
- From clinging on to what worked in the past to **anticipating obstacles and making evidence-based decisions to advance new ideas.**

The course is offered in multiple learning formats to meet organizational needs, including integrated microlearning and ongoing reinforcement. to fit diverse organizational needs:

Disrupt Everything: Innovate for Impact is available through the **FranklinCovey All Access Pass® Plus**, which provides organizations with unlimited access to FranklinCovey's world-class library of content, tools, and resources. **To learn more, visit www.franklincovey.com or call 888-868-1776.**

About FranklinCovey

Franklin Covey Co. (NYSE: EC) is the premier organizational performance partner with directly owned and licensee partner offices providing professional services in over 160 countries and territories. With its Enterprise and Education Divisions, the Company transforms organizations by partnering with clients to build leaders, teams, and cultures that get breakthrough results through collective action. Available through the FranklinCovey All Access Pass and Leader in Me membership, FranklinCovey's best-in-class content, solutions, experts, technology, and metrics seamlessly integrate to produce lasting behavior change at scale. Solutions are available in multiple delivery modalities in more than 20 languages.

This approach to leadership and organizational change has been tested and refined by working with tens of thousands of teams and organizations over the past 30 years. Clients have included organizations in the Fortune 100, Fortune 500, thousands of small and mid-sized businesses, and numerous educational institutions and government entities. To learn more, visit www.franklincovey.com and enjoy exclusive content across FranklinCovey's social media channels at: [LinkedIn](#), [Facebook](#), [X](#), [Instagram](#), and [YouTube](#).

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