

# Primary Greatness: The 12 Levers of Success

By Stephen R. Covey



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From Stephen R. Covey—the late, legendary author of *The 7 Habits of Highly Effective People*—a set of principles 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.

Stephen R. Covey believed there were only two ways to experience life: primary greatness or secondary greatness. Through his books and speaking, he taught that the intrinsic rewards of primary greatness—integrity, responsibility, and contribution—far outweighed the extrinsic rewards of secondary greatness—money, popularity, and the self-absorbed, pleasure-ridden life that some people consider “success.”

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 12 qualities and how they can be leveraged and enacted in your daily life to lead you to success and happiness. Featuring his trademarked wisdom that is beloved and has inspired countless readers and leaders, *Primary Greatness* once again delivers classic Covey advice in a concise and reader-friendly way.

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