



**Scott Jeffrey Miller**



Just like you, Scott is a mess. But unlike most, he owns it!

Scott fundamentally believes we learn more from our messes than our successes. He uses his own messes to not just teach himself, but also to inspire leaders from a variety of backgrounds all around the world to do the same. So, to repeat Scott's mantra:

*Own your mess!*



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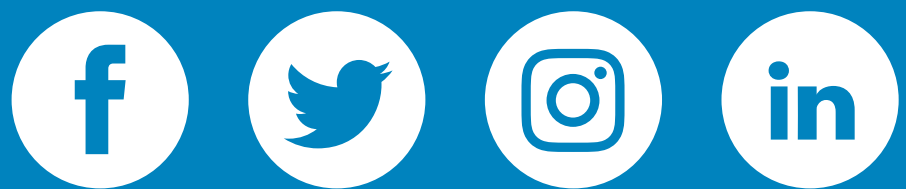
# connect

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[www.scottjeffreymiller.com](http://www.scottjeffreymiller.com)

*Connect with Scott on social media:*

*Scottmillerj1*



# about

## Scott Jeffrey Miller



Capping a twenty-five-year career in which he served as chief marketing officer and executive vice president, Scott Miller currently serves as FranklinCovey's special advisor on thought leadership, leading the strategy, development, and publication of the firm's bestselling books and thought leadership.

Miller hosts the FranklinCovey-sponsored *On Leadership with Scott Miller*, the world's largest and fastest-growing weekly leadership podcast, reaching more than six million people. Miller also authors a leadership column for Inc.com, hosted the weekly iHeartRadio show *Great Life, Great Career with Scott Miller*, and hosts and moderates FranklinCovey's Bookclub.com series with world-renowned authors.

Miller is the author of the multivolume *Mess to Success* series, including *Management Mess to Leadership Success: 30 Challenges to Become the Leader You Would Follow*, *Marketing Mess to Brand Success: 30 Challenges to Transform Your Organization's Brand (and Your Own)*. He is the coauthor of the *Wall Street Journal* bestseller *Everyone Deserves a Great Manager: The 6 Critical Practices for Leading a Team* and the author of the Amazon #1 Bestseller *Master Mentors: 30 Transformative Insights from Our Greatest Business Minds*, which features insights from his interviews with the leading thinkers of our time, including Seth Godin, Susan Cain, General Stanley McChrystal, and many others.

In addition to supporting FranklinCovey's global thought leadership efforts, Miller has developed the ignite your genius™ coaching series to help leaders take their careers from accidental to deliberate.

Prior to his roles as chief marketing officer and executive vice president of business development, Scott served as general manager and client partner in FranklinCovey's Chicago and UK offices. As a highly sought-after speaker and podcast guest, he has presented to hundreds of audiences across every industry and loves to share his unique journey as an unfiltered leader thriving in today's highly filtered corporate culture.

Miller began his professional career in 1992 with the Disney Development Company (the real estate development division of Walt Disney Company) as a founding member of the development team that designed the town of Celebration, Florida.

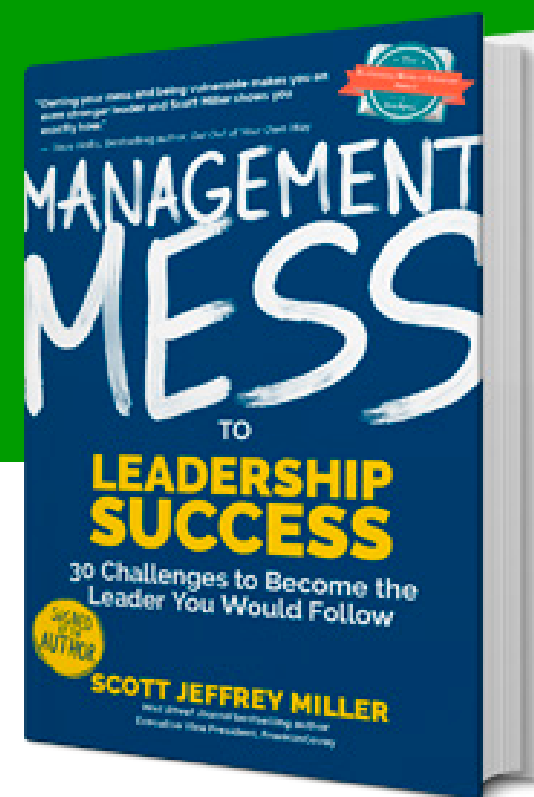
Miller and his wife live in Salt Lake City, Utah, with their three sons.



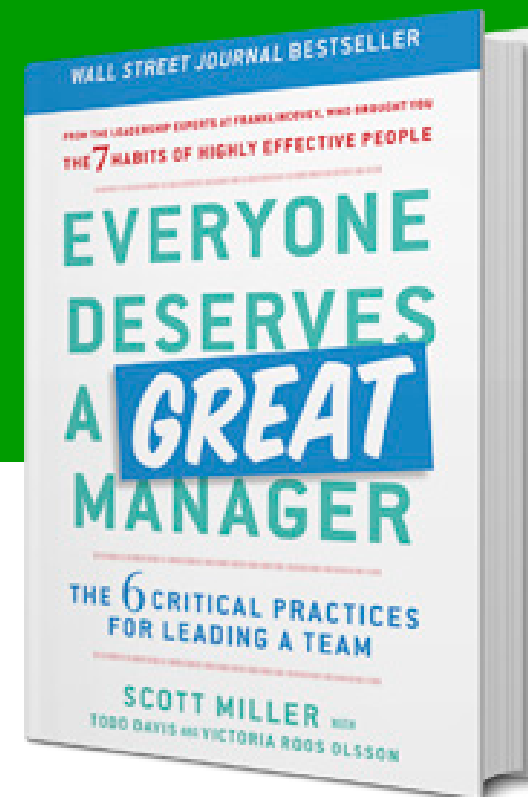
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# book summaries

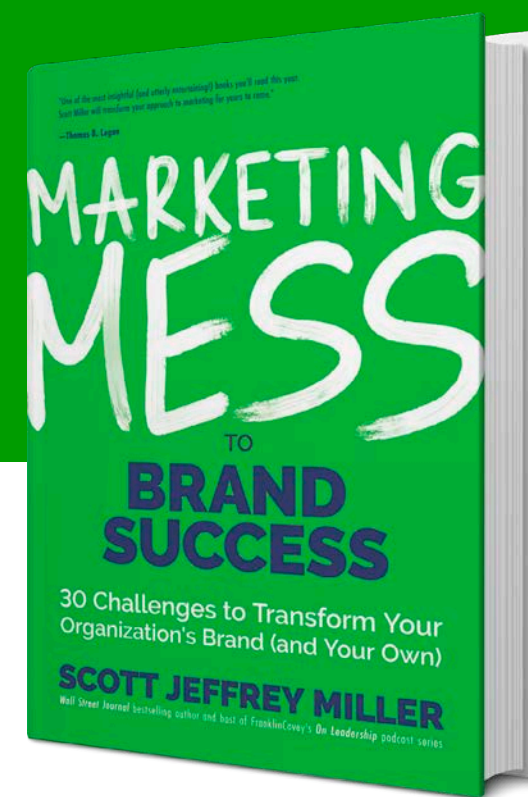
Scott's book titles are currently translated into multiple languages including German, Mandarin, Italian, and Spanish.



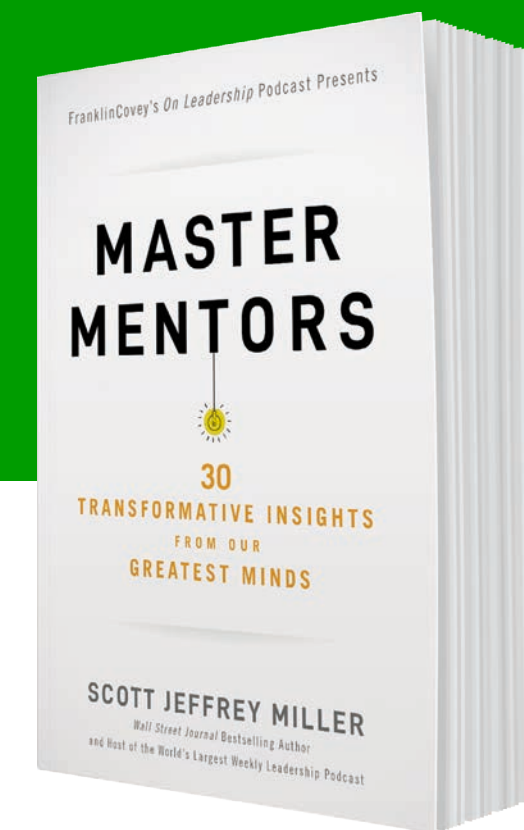
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June 2019



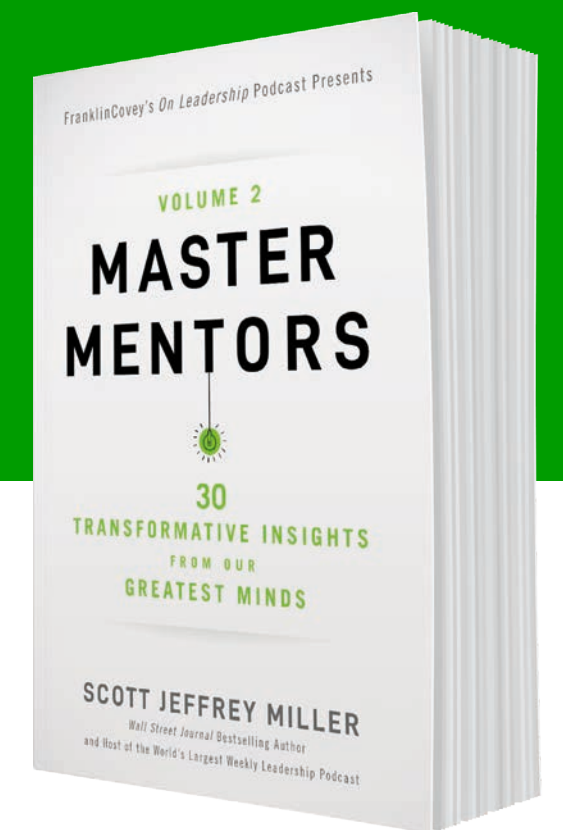
Released  
October 2019



Released  
May 2021

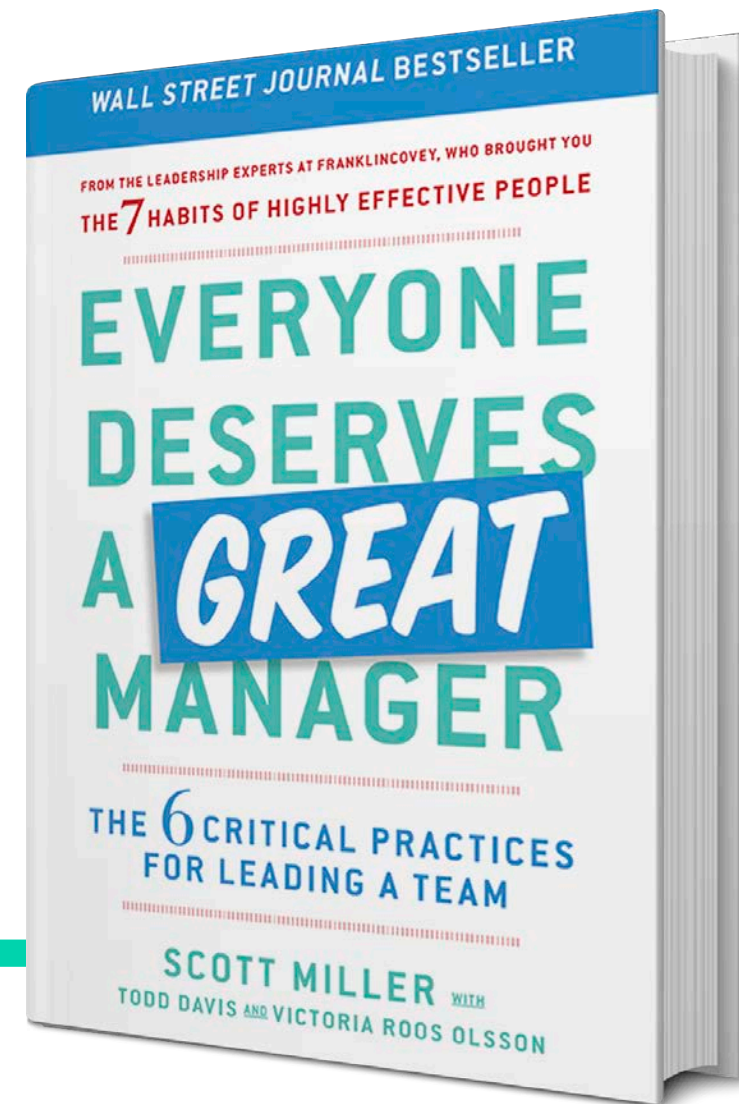


Released  
September 2021



Releases  
October 2022

*Wall Street Journal Bestseller*



**Released**  
October 2019

# Everyone Deserves a Great Manager:

## The 6 Critical Practices for Leading a Team

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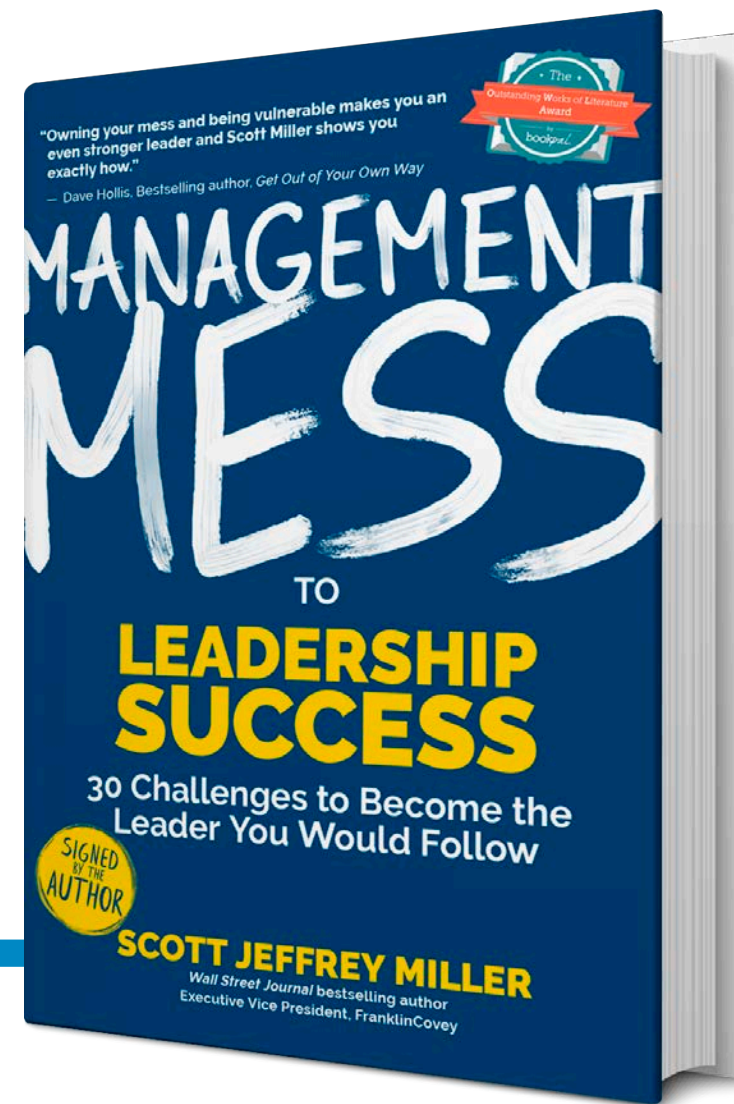
What made you a successful employee won't necessarily make you a great manager, and the reality is that most people don't receive formal leadership training until twelve years after their promotion into management.

FranklinCovey's *Everyone Deserves a Great Manager* delivers the guidance you expect to receive when you're promoted: the support, understanding, strategies, and tactics to develop as a leader and turn your people into an engaged, high-performing team. Based on nearly a decade of research, the 6 Critical Practices will give you a head start in building the competence and confidence you need to succeed as a first-time manager.

The FranklinCovey leadership experts not only teach you how to think like a leader, they also give you practical tools and actionable steps to implement on the job. The skill-based chapters cover managerial essentials— like holding 1-on-1s, giving feedback, delegating, building team culture, and leading remote teams—and include tools such as worksheets, assessments, and a customized action plan so you can get started immediately.



**#1 Amazon New Release**



**Released**  
June 2019

# Management Mess to Leadership Success: 30 Challenges to Become the Leader You Would Follow

Your leadership skills are about to change. Millions have read the all-time global bestseller *The 7 Habits of Highly Effective People* by Stephen R. Covey. Both leaders and individuals have been inspired and transformed by its universal principles of effectiveness, including Scott Jeffrey Miller.

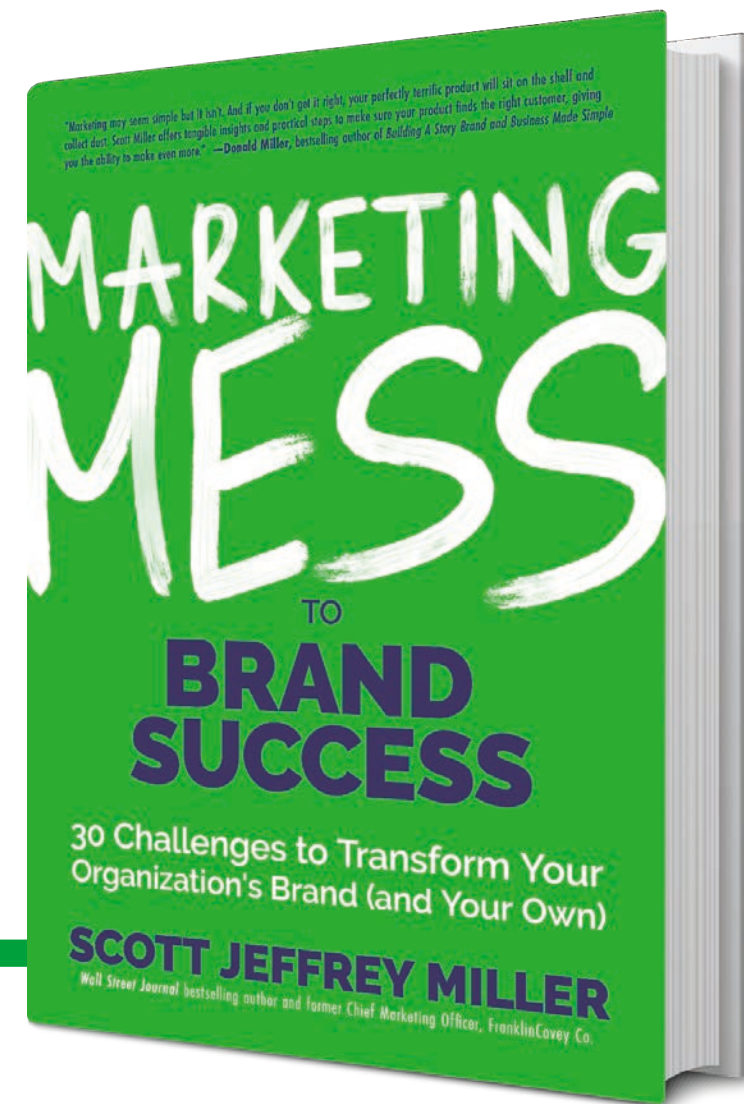
Scott Miller knows what it's like to fail. He was demoted from his first leadership position after only three weeks—and that's just one of several messy management experiences on his two-decade journey to leadership success. Everyone fails. But something sets Scott apart: transparency and willingness to openly share his story in a way that is forthright, relatable, and applicable.

You can become a better leader. In Scott's *Management Mess to Leadership Success*, you'll find 30 leadership challenges that can, when applied, change the way you manage yourself, lead others, and produce results. The wisdom in Scott's book was learned through hard knocks and was honed by Stephen R. Covey and the FranklinCovey team through years of research and corporate training experience.

## **Learn to:**

- Lead difficult conversations, and celebrate success.
- Inspire trust, actively listen, and challenge paradigms.
- Put the right people in the right roles.
- Create a clear and actionable team vision.
- Get the right results—in the right way.

**#1 Amazon New Release**



**Released**  
**May 2021**

# Marketing Mess to Brand Success:

## 30 Challenges to Transform Your Organization's Brand (and Your Own)

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In Scott Miller's newest Mess to Success book, the FranklinCovey senior advisor and *Wall Street Journal* bestselling author reveals 30 career obstacles that you may encounter in your brand marketing and how to transform them into company-wide gains.

Every success story begins with a journey. Featuring thirty chapters with lessons such as "A Name is Not a Lead" and "Friend Your Competition," *Marketing Mess to Brand Success* shares a career worth of valuable lessons learned. Fast-track your career and success with the mentality of bruising hard, but healing fast. Whether you're starting a new company, figuring out a direct marketing strategy, or trying to land your first job as a marketing manager, this book is designed to prepare you for many of the inevitable challenges that you will encounter.

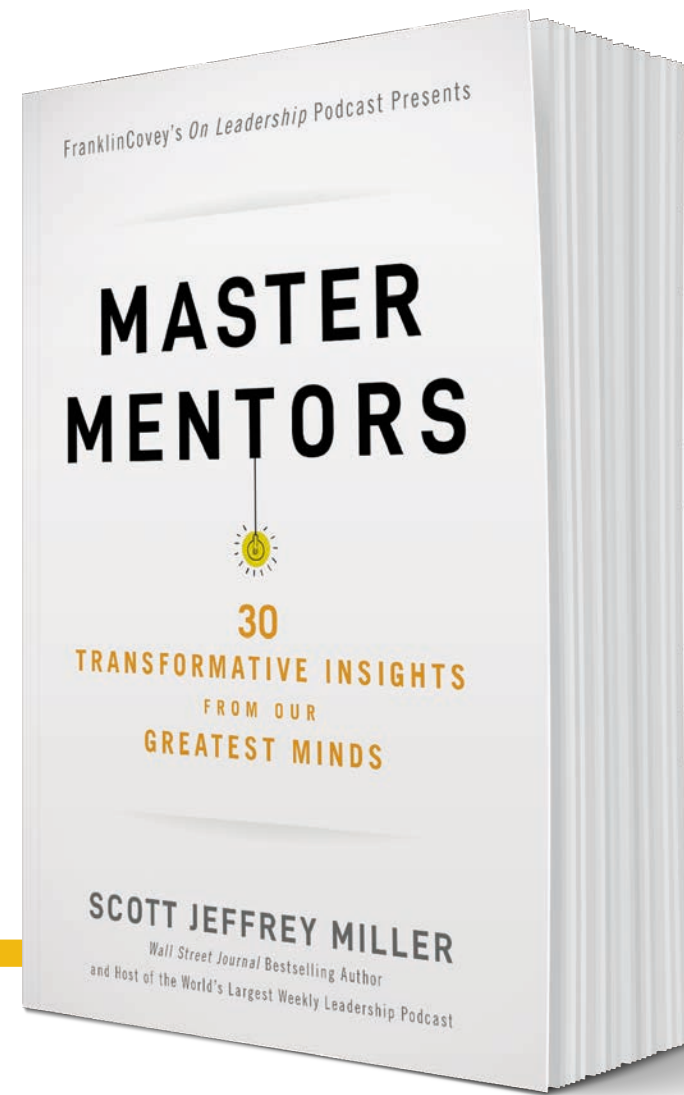
Avoid marketing messes and square up to successes. Each chapter inside *Marketing Mess to Brand Success* features real-life lessons that teach you the importance of brand marketing in business development. By being focused and aligned with the right areas of an organization, you will ensure career relevance.

### Learn how to:

- Navigate a nebulous digital marketing environment.
- Maximize time and investments with sales marketing strategies.
- Build and model consistent brand standards.
- Become an expert in brand marketing, and take your company to the next level.



**#1 Amazon New Release**



**Released**  
September 2021

# Master Mentors:

## 30 Transformative Insights from Our Greatest Minds

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For busy professionals and lifelong learners seeking practical strategies for reaching new heights, *Master Mentors* distills 30 essential learnings from top business minds and thought leaders of our time.

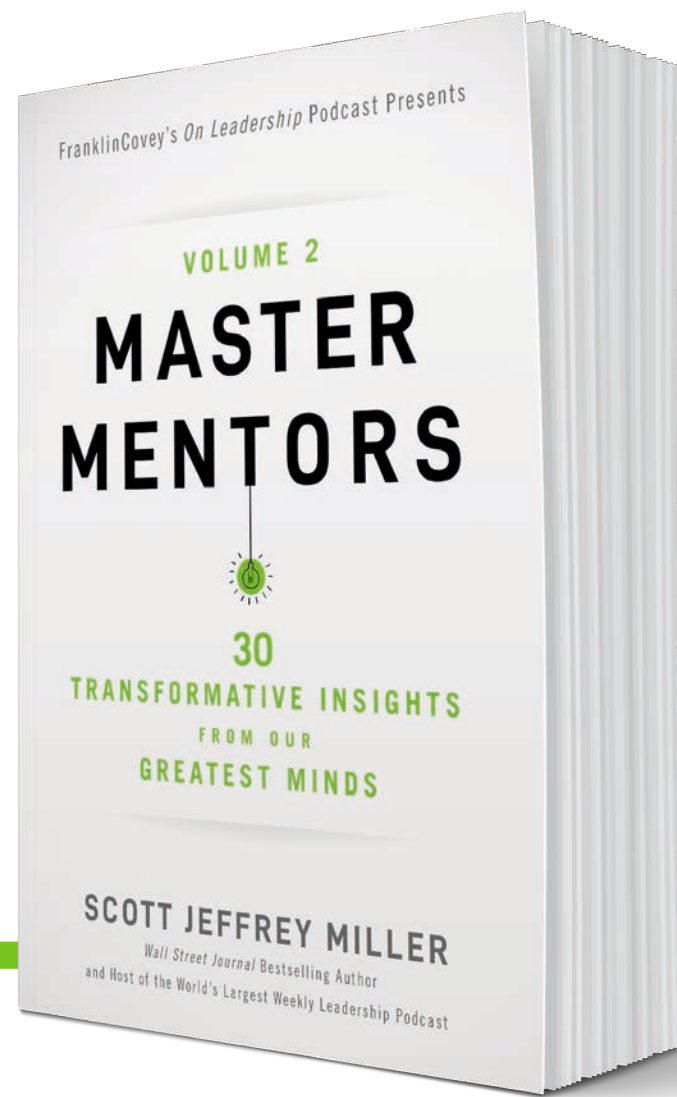
In Scott Miller's 25-year career from the front line to the C-Suite at personal development powerhouse FranklinCovey, one of the key strengths he credits for helping reach his current position is to learn the habits of those who have made it to the top. This curiosity drove him to create his popular podcast, *On Leadership with Scott Miller*, where he interviews the leading thinkers of our time, including Seth Godin, Susan Cain, Stephanie McMahon, General Stanley McChrystal, and many others.

*Master Mentors* distills one transformative insight from 30 of the most powerful interviews conducted on his podcast.

In each case, he calls out the key learning that made the greatest impact on his life or career, describes how he currently uses it and the impact it continues to have on him, and then gives readers simple steps to implement it in their own lives.

### Readers will:

- Experience the incredible impact realized when you leverage key insights from the world's most brilliant business and leadership thinkers.
- Understand essential concepts like Seth Godin's "Smallest Viable Market" principle or Karen Dillion's "Deliberate vs. Emergent" strategy.
- Reengage with their careers and lives in new, exciting ways, restoring their commitment to growth and leading to greater success.



**Releases**  
October 2022

# Master Mentors Volume 2:

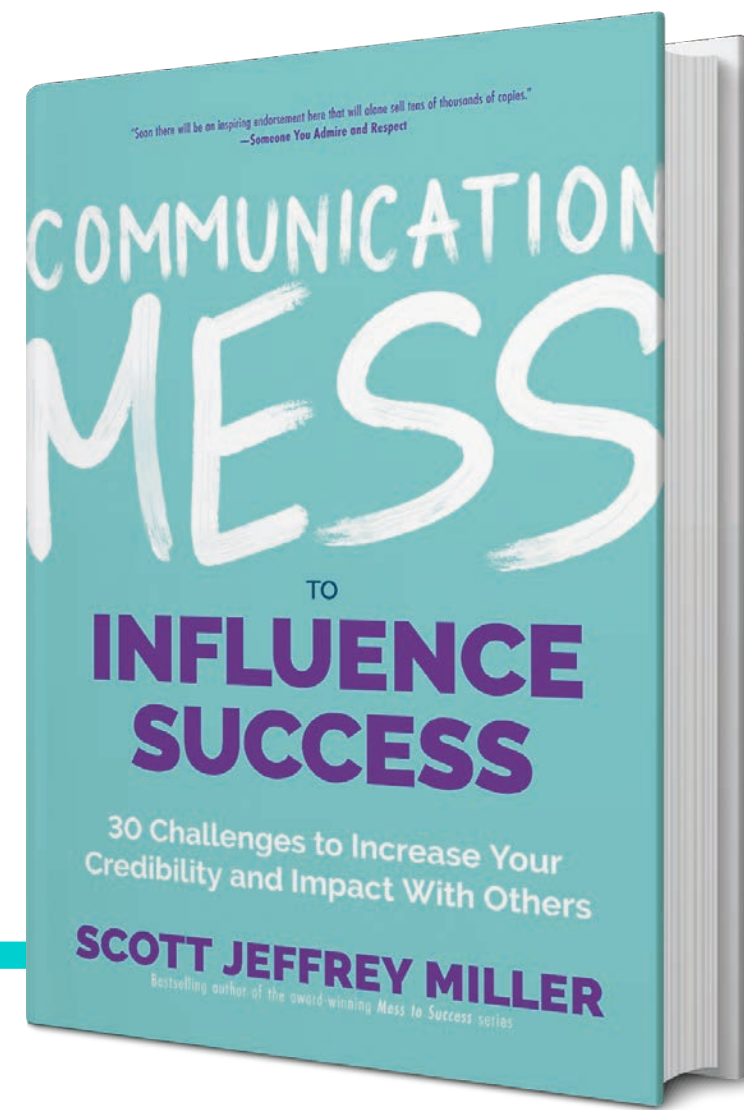
## 30 Transformative Insights from Our Greatest Minds

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For busy professionals and lifelong learners seeking practical strategies for reaching new heights, Master Mentors Volume 2 distills an additional 30 essential learnings from top business minds and thought leaders of our time.

1. **Zafar Masud** • What Now?
2. **Bobby Herrera** • Transition Figures
3. **Marie Forleo** • Everything is Figureoutable
4. **Sean Covey** • Self Esteem, Self Confidence & Self Worth
5. **Tasha Eurich** • Self-Awareness
6. **Colin Cowie** • The Gold Standard
7. **Tiffani Aliche** • There's No Such Thing As Overnight Success
8. **Turia Pitt** • Perseverance
9. **BJ Fogg** • Trim Tab Adjustments
10. **Erica Dhawan** • Your Virtual Reputation
11. **Chester Elton** • Leadership in the Age of Anxiety
12. **Julian Treasure** • Persuasion & Influence
13. **Patty McCord** • Cutting the Cord
14. **Greg Moore** • Your Journey is Not My Journey
15. **Madeline Levine** • The Power of Failure
16. **Jon Gordon** • Building a Consistent Brand
17. **Patrick Bet-David** • Zenblanity vs. Serendipity
18. **Rita McGrath** • Raise Your Periscope
19. **Geoffrey Moore** • The Adoption Cycle
20. **Joel Peterson** • The 5 Types of Leaders
21. **Guy Kawasaki** • Know When to Say Yes
22. **Michael Hyatt** • Designing Your Systems
23. **Alex Osterwalder** • Everyone is a Visual Learner
24. **David Sibbet** • Visual Credibility
25. **Lenna Rinne** • The Hidden Story
26. **Jon Huntsman** • The Enduring Value of Hard Work
27. **Martin Lindstrom** • Form Over Function
28. **Julie Morgenstern** • The Parenting Matrix
29. **Kory Kogon** • Busy as a Badge
30. **Ed Mylett** • The Power of Your Past





**Releases**  
June 2023

# Communication Mess to Influence Success:

## 30 Challenges to Increase Your Credibility and Impact With Others

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The third book in the critically acclaimed and award-winning Mess to Success series, *Communication Mess to Influence Success: 30 Challenges to Increase Your Credibility and Impact With Others*, draws upon Scott's thirty years as a keynote speaker, facilitator, radio and podcast program host, and moderator of a global book club series. It's fair to say Scott speaks for a living and has the successes and messes (trust him—there are lots of messes) along the way to learn from. Scott believes all of us spend our lives (unconsciously) convincing, persuading, and influencing others, so why not (consciously) perfect our skills to ensure we're accomplishing what we want—more easily.

### Chapters include:

- Understanding Your Communication Style
- Voice Projection
- Interrupting
- Asking Effective Questions
- Verbal Restraint
- Visual Illustration
- Vocalized Pauses
- Listening Skills

# what readers are saying...

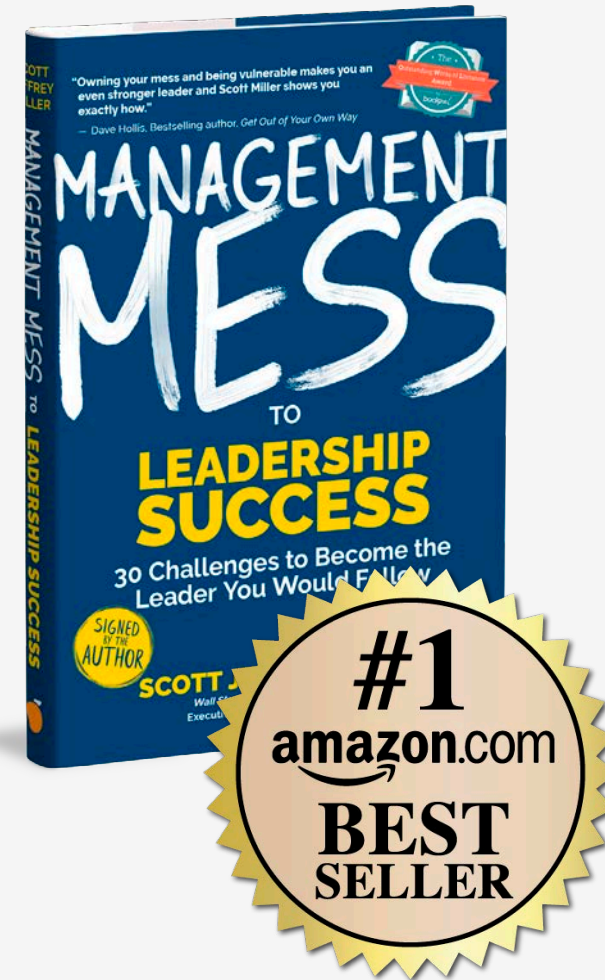


## book review

Lots of applicable advice with great stories to reinforce the learning. 30 Challenges! Well worth the investment. I find myself going back and re-reading sections where I have found my messes. I own it!

I'm keeping the book close to my desk so that I can continually reference the concepts.

– Amazon review



## book endorsement

"Honest, heartfelt, and generous, this is the new classic on authentic leadership."

– Seth Godin, *New York Times* bestselling author of *This Is Marketing*



## book review

Having been in marketing for nearly 20 years, this is still a MUST READ.

Scott has an incredible way of inspiring marketing professionals with step-by-step action items at the end of each chapter. Great reminders are hidden within, and some items that make you really take a step back and evaluate why you've always done things the way you have.

– Amazon review



## book endorsement

"Scott delivers again in his Mess to Success series. His pragmatic and applicable insights culled from his years as FranklinCovey's Chief Marketing Officer have the potential to transform your marketing career and create great outcomes for your organization as well."

– Nancy Duarte, CEO and bestselling author of *Resonate*, *Slide:ology*, and *Data Story*



# what readers are saying...

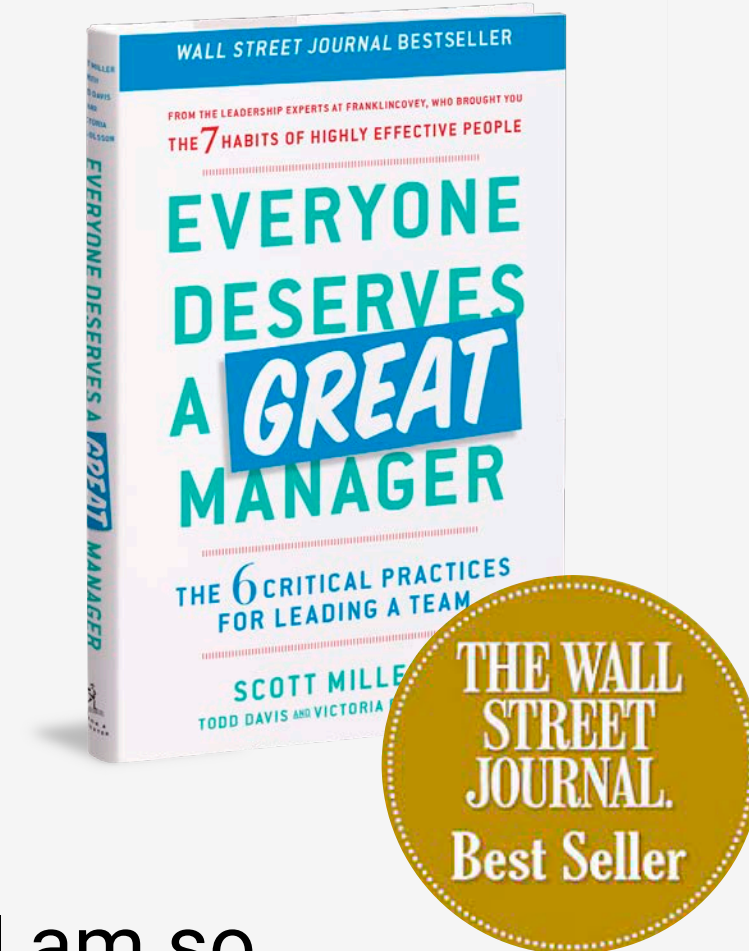


## book review

I just wish I had bought this book 7 years ago when I was promoted to be a manager. I have struggled so much because lack of knowledge despite having the best intentions. I have read many books and tried so hard to grow in my position. My God, THIS BOOK completely changed my vision. It was like a huge slap on my face and awakening.

Any first-time managers must read. I am so grateful for this book.

– Amazon review



## book endorsement

“This book is an absolute game-changer! This is one of those books that will be stationed at my desk and used often to coach me through tough situations.”

– Chester Elton, multi-bestselling author



## book review

Scott's latest (and perhaps greatest) work offers massively valuable ideas and choices to anyone who has some version of a leadership role - which, by the way, is everyone.

Whether the reader needs an effectiveness accelerant or a life/work restart, he or she will be "locked in" after the first chapter.

– Amazon review





# achievements

## ***Management Mess to Leadership Success: 30 Challenges to Become the Leader You Would Follow***

#1 Amazon bestseller

2019 Outstanding Works of Literature (OWL) Award

## ***Marketing Mess to Brand Success: 30 Challenges to Transform Your Organization's Brand (and Your Own)***

#1 Amazon bestseller

## ***Everyone Deserves a Great Manager: The 6 Critical Practices for Leading a Team***

Wall Street Journal bestseller

Member of Marshall Goldsmith 100 Coaches

Host of *On Leadership with Scott Miller*, the fastest growing and largest leadership podcast globally

Former host of *Great Life, Great Career with Scott Miller*  
iHeartRadio program

FranklinCovey Host/Moderator of BookClub.com

Creator of ignite your genius™ career coaching series



MARSHALL GOLDSMITH  
**100**  
COACHES



BOOKCLUB



ignite your  
genius.™



# social media reach



35,000+



25,000+

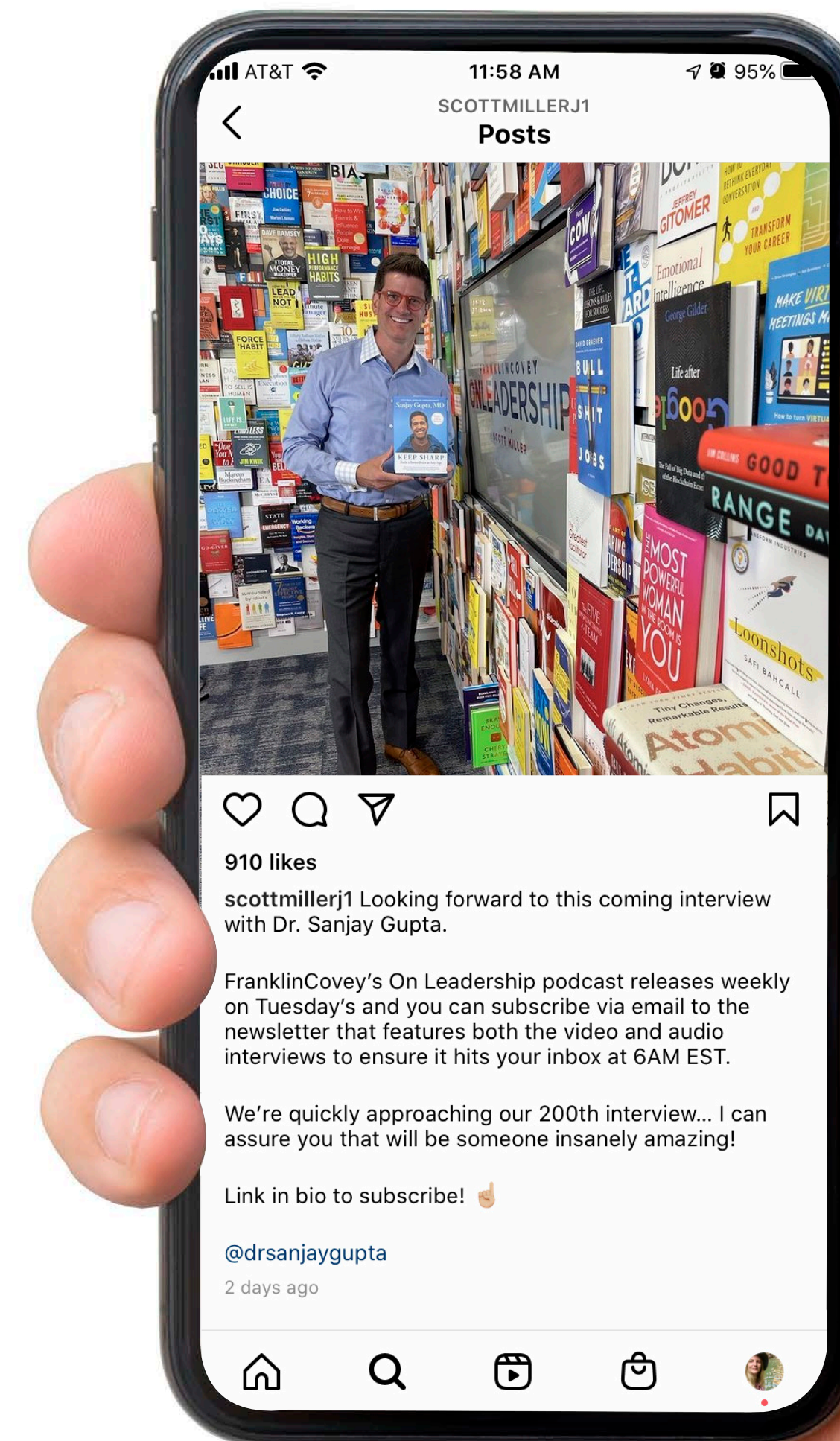


7,000+



2,000+

[www.scottjeffreymiller.com](http://www.scottjeffreymiller.com)





# columns, articles, and blogs

## 20+ Inc.com columns

5 Things You Need to Understand Before Accepting That Leadership Promotion

5 Strategies to Stop Controlling and Start Learning

5 Ways to Eliminate Toxic Behavior in the Workplace

5 Ways to Run More Efficient Meetings that Respect Employees' Time

Common Leadership Adages You Should Reconsider

...and more

## 50+ LinkedIn articles

Act Like Somebody Is Watching

Constant Contrarians

Could It Help If You Were Nicer?

Do You Know Who You Are?

Forget Eye Contact. It's All About the Lips.

Hang a Lantern On Your Troubles

How Bad News Is Actionable and Wrong News Is Unacceptable

...and more

## 175+ On Leadership blog posts

Assume Good Intent

The Power of Being Persuadable

Smarts, Determination, and Success

6 Principles to Engage and Lead Leaders

The Power of Pre-Forgiveness

Experience and Interpersonal Skills

...and more





# and more...

## 100+ Conferences & Keynotes, including:

RISE Business Conference  
Saudi Ground Services  
Orlando Magic  
National Bank of Kuwait  
PayPal  
Miami Chamber of Commerce  
Riyad Bank  
Coca-Cola  
Nahdi Medical  
Vista Consulting Group  
Purpose Summit  
Emerging Leaders' Summit  
Association for Talent Development  
University of Louisiana  
University of California San Diego  
Utah State University  
Bank of America  
ASICS

## Other Media Appearances:

**Inc.com**

**Utah Business**

**Entrepreneur**  
MAGAZINE

THRIVE  
GLOBAL

**Forbes**



**DeseretNews**

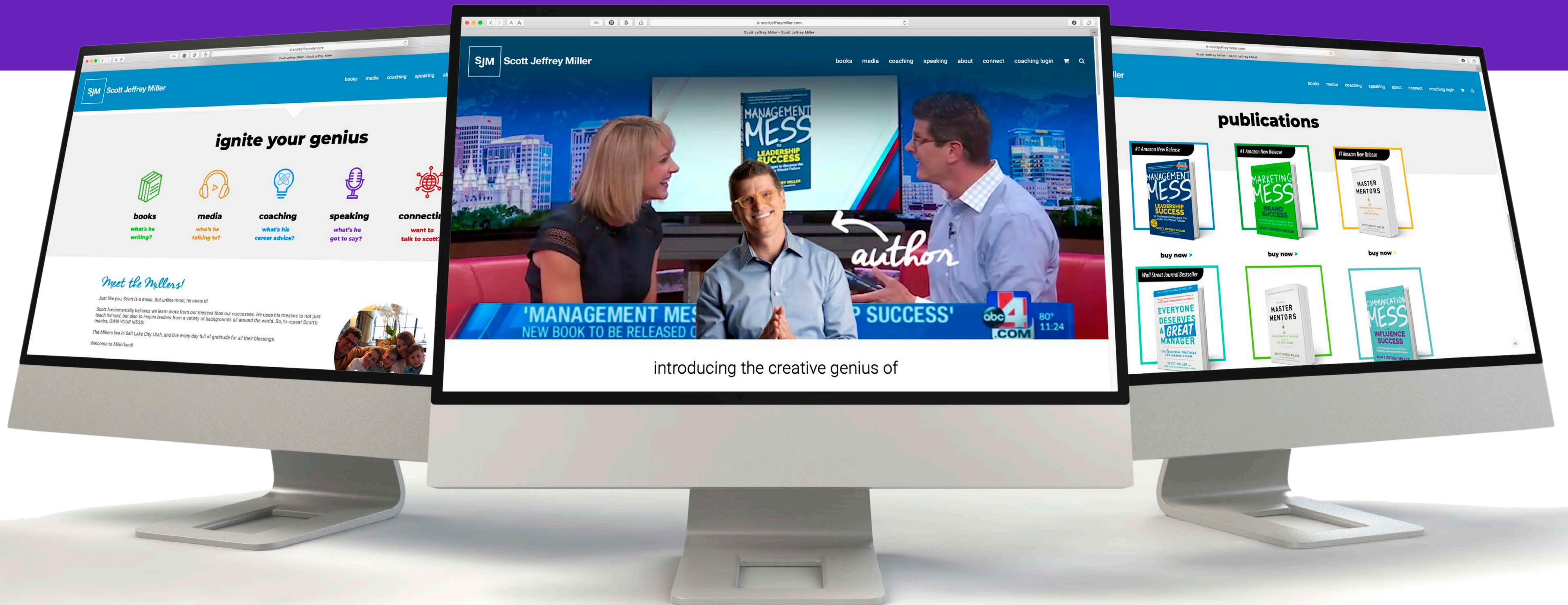
**PCTV**  
PARK CITY TELEVISION

## 200+ Podcast Appearances:





# www.scottjeffreymiller.com





**thank you,**



**Scott Jeffrey Miller**