This thesis aims to identify the principles that managers use in their work. The work of Stephen Covey „7 Habits of Highly Effective People“ is used as an object of research. Primarily, a Covey’s claim that the 7 habits are universal and timeless is analyzed, in an effort to identify universal principles of effectivity and their relationship to management. All of the habits are paraphrased and compared to the work of other popular authors from the area of social sciences.

Subsequently, a comparison between the 7 habits and historical development of organization theory and its lessons is conducted. Further along, a description of critical reflection of the 7 habits from five standpoints is presented: post-modern, feminism, critical pedagogy, non-functionalism and exclusive representation. Finally, the author of the thesis presents his personal experience with implementing the 7 habits in his professional and personal life.

From the findings, this thesis comes to the conclusion that Covey’s system of 7 habits is possibly a quality source of information when searching for universal principles of effectivity. At the same time, it warns that it is possible that the habits are only universally applicable within the scope of the time and background of western thinking they were developed in. In the closing, recommendation for implementing the habits inside an organization and/or in personal life are presented. This recommendation is in accord with Covey, who presented implementation of 7 habits as a personal and intimate process, that requires true personal interest and investment.