The 4 Disciplines of Execution®

Organizational Approach

"There will always be more good ideas than there is capacity to execute."

— **Chris McChesney, coauthor of *The 4 Disciplines of Execution***

The 4 Disciplines of Execution Implementation teaches leaders how to help their teams execute on their highest priorities in the midst of the day-to-day whirlwind. We find that teaching leaders to deliver and implement the process with their teams, they "own the process" at a deeper level and the results are often groundbreaking.

The Problem

Leaders find it difficult to cascade the vision from the top into actionable, behaviors from their team members. Getting people and teams to do the right things at the right times is a huge challenge.

Do you remember the last major initiative you watched die in your organization? Did it go down with a loud crash? Or was it slowly and quietly suffocated by other competing priorities? By the time it finally disappeared, it's likely no one even noticed. What happened? The "whirlwind" of urgent activity required to keep things running day-to-day devoured the time and energy needed to execute your strategy for tomorrow! *4DX* can change that.

Establish a Clear Line of Sight to Your Wildly Important Goals®.

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SECTION	OUTCOME
DISCIPLINE 1	**Focus on the Wildly Important** Exceptional execution starts with narrowing the focus — clearly identifying what must be done, or nothing else you achieve really matters much.
DISCIPLINE 2	**Act on the Lead Measures** Twenty percent of activities produce eighty percent of results. The highest predictors of goal achievement are the 80/20 activities that are identified and codified into individual actions and tracked fanatically.
DISCIPLINE 3	**Keep a Compelling Scoreboard** People and teams play differently when they are keeping score, and the right kind of scoreboards motivate the players to win.
DISCIPLINE 4	**Create a Cadence of Accountability** Great performers thrive in a culture of accountability that is frequent, positive, and self-directed.

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The Process

The 4 Disciplines of Execution process begins with the three key areas. The outcome of each step will determine the best approach on the next step.

Design

- Apply *The 4 Disciplines of Execution* to align the organization behind the strategy
- Choose the primary Wildly Important Goal (WIG®) and the fewest number of subordinate WIGs®

Build

- Build team scoreboards based on the team WIGs (virtual or physical)
- Team members learn how to make high-quality commitments
- Learn how to run and begin holding weekly WIG meetings

Optimize (Run)

- Leaders learn and use executive scoreboards to support team success
- FranklinCovey consultants coach teams to improve process effectiveness and leader involvement

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For more information about *The 4 Disciplines of Execution* Implementation, please email us at 4disciplines@franklincovey.com.

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