



## The 4 Disciplines of Execution<sup>®</sup>: Organisational Approach

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

- Chris McChesney, #1 *Wall Street Journal* Bestselling Author of *The 4 Disciplines of Execution*  
 (#10 Best Business Books of All Time by BookAuthority)

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.

### Three Decisions You Need to Make

<b>Decision 1</b> <i>Is the 4 Disciplines methodology a good fit?</i>	<b>Decision 2</b> <i>Where will we point the 4 Disciplines?</i>	<b>Decision 3</b> <i>How would implementation look?</i>
<b>Executive Overview (2-3 Hours)</b> <ul style="list-style-type: none"> <li>• Explore Context</li> <li>• Share Content Principles</li> <li>• Create alignment around our application of the principles, your strategic landscape and cultural alignment</li> </ul>	<b>Execution Design Session War and Battles (1.5 Days)</b> <ul style="list-style-type: none"> <li>• 4DX teach</li> <li>• Identify the Primary WIG and Key Battles (sub-WIGs)</li> <li>• WIG will have owners, specific metrics and a deadline</li> <li>• Define the value of WIG completion, the "R" in ROI</li> </ul>	<b>Implementation Design (90-120 Minutes Virtual)</b> <ul style="list-style-type: none"> <li>• Once the final war and battles are finalised FC will co-create the architecture for the final implementation plan</li> <li>• This will include process owners and timelines</li> <li>• Investment will be outlined in a proposal, the "I" in ROI</li> </ul>

### The Problem

Leaders find it difficult to cascade the vision from the top into actionable behaviours 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 organisation? 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

It takes incredible discipline to execute a strategic goal in any organisation. But it takes even more discipline to do so again and again. Creating a culture of execution means embedding four basic disciplines into your organisation. Every level needs to institutionalise a common approach.

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.
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.

## 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 organisation 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

### OPTIMISE (RUN)

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

## Contact Us

For more information about The 4 Disciplines of Execution Implementation, please email us at [info@franklincovey.com.au](mailto:info@franklincovey.com.au) or visit [www.franklincovey.com.au](http://www.franklincovey.com.au)