

THE **4** DISCIPLINES OF EXECUTION

Introduction

- Introduce the “gauge” and the “process” used by FranklinCovey to identify and work on areas to improve a team/organization’s ability to execute. The gauge (called xQ), is briefly reviewed and then the process (4 Disciplines) is introduced as the “roadmap” for the day.

Discipline 1: Focus on the Wildly Important

Principle: Human beings are wired to do only one thing at a time with excellence. The more we narrow our focus, the greater our chance of achieving our goals with excellence.

- Discuss what must be done or nothing else will matter. Using a tool called the Importance Screen, learn how to identify and narrow all of the possible goals down to 2 or 3 critical things that must be done with excellence. Learn how to create a “line of sight” from your goals to the company goals.

Discipline 2: Create a Compelling Scoreboard

Principle: People play differently when they’re keeping score.

- Work through a process of identifying specific measures for those goals that have been identified in Discipline 1. Understand the difference between “leading” and “lagging” indicators. Using a tool called the Measurement Builder, create a team “scoreboard” that informs and motivates everyone contributing to the achievement of the goal(s).

Discipline 3: Translate Lofty Goals into Specific Actions

Principle: To achieve goals you’ve never achieved before, you need to start doing things you’ve never done before.

- Using an entrepreneurial model, challenge the group to identify new behaviors that will result in new (better) outcomes. Learn the methods for finding the best behaviors by identifying where they might already exist in your or other’s organizations, or by brainstorming and then creating the best behaviors that don’t currently exist anywhere. These new behaviors are then translated in to very specific activities on a weekly basis which, when completed, will help to achieve the larger team goals.

Discipline 4: Hold Each Other Accountable—All of the Time

Principle: Knowing others are counting on you raises your level of commitment.

- Understand where you and your team are on the “scale of commitment” regarding the goal, and what you can do to increase the level of commitment to the goal. Address the actual practice to be used (WIG Session) in keeping the team engaged and focused on the top goals. Focus on four critical elements of this process; 1. Meeting is about the WIG’s, 2. “Triage” Reporting, 3. Finding 3rd Alternatives, 4. Clearing the Path for each other. Using modeling and case studies create a new expectation regarding how we meet and plan as a team.

Implementation

Principle: No Involvement—No Commitment

- Review commitments made for each discipline throughout the day and create an action plan for implementing the 4 Disciplines process within participant’s teams and/or organizations.