

THE 4 DISCIPLINES of Execution™



The 4 Disciplines of Execution

1. Focus on the Wildly Important.

Everyone is crystal clear and committed to the top priorities that must be achieved.

2. Act on the Lead Measures.

Everyone knows and commits to a few “80/20” activities that will have the most impact; then they use lead measures to track those activities.

3. Keep a Compelling Scoreboard.

Everyone keep score on the measures of success and see if they are winning or not.

4. Create a Cadence of Accountability.

Everyone accounts frequently and regularly for progress towards the goals.



The Execution Gap

An organization can have talented people and a superb strategy and still fail. Many do. The reason? It's not primarily because those organizational initiatives were not well thought out. Usually, it's because of the lack of great execution.

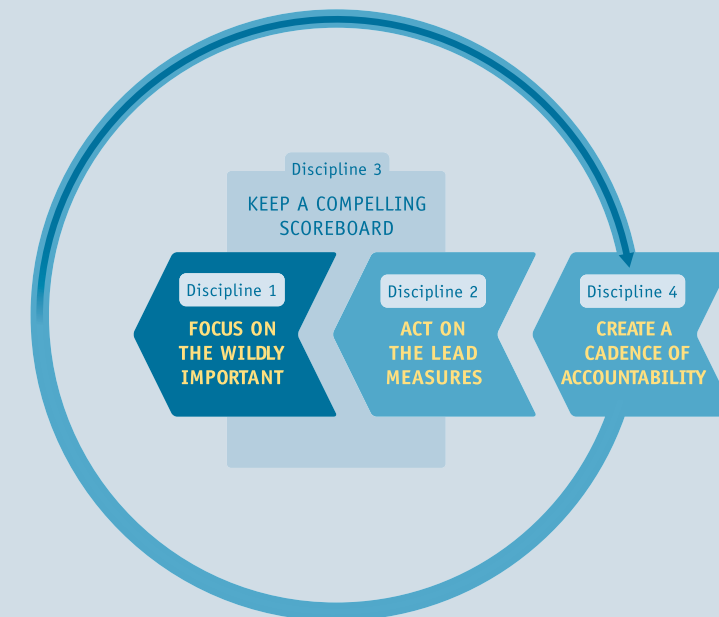
“The greatest unaddressed issue in the business world today is the ‘execution gap’—the gap between setting a goal and achieving it.”

- Ram Charan

This is true in every organization for the same reason: because the enormous amount of energy required to maintain the operation (your “day job” or what we call the “whirlwind”) suffocates the activities needed to execute on the strategy.

The real challenge with execution is not simply executing on a goal, but rather executing on a goal in the midst of the whirlwind.

The 4 Disciplines of Execution® process gives a leader, a team, or an entire organization a set of guidelines and a simple methodology for executing on any strategy in the face of the chaos of the whirlwind.



The 4 Disciplines of Execution can be learnt via a 2-day skills building workshop or implemented to build a culture of execution via a 4-6-month Execution Implementation Track.

What participants learn:

- ▲ Define team Wildly Important Goals and how to measure results.
- ▲ Identify activities with measures leading to achieving the Wildly Important Goals.
- ▲ Create progress visuals that team member know how far they can reach the Wildly Important Goals to guide them planning and action each week.
- ▲ Establish a weekly session to report their accountability for achieving Wildly Important Goals.