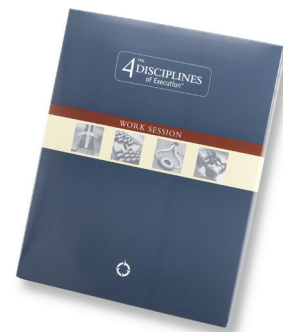


# THE 4 DISCIPLINES of Execution™



ACHIEVING ORGANIZATIONAL GREATNESS THROUGH FOCUSED EXECUTION.

## Team Work Session



“The reason most people never reach their goals is that they don’t define them....Winners can tell you where they are going, what they plan to do along the way, and who will be sharing the adventure with them.”

—Dennis Waitley  
*Seeds of Greatness*

### ▶ OUTCOMES

#### FranklinCovey’s *The 4 Disciplines of Execution: Team Work Session*

1. Teams distinguish Wildly Important Goals from the day-to-day urgent tasks.
2. Teams apply tools and processes that ensure alignment to the organization’s most important goals.
3. Teams become engaged around the right measures of success.
4. Teams apply an accountability process for taking ownership of performances.

### Challenge:

Do your work teams focus on your organization’s top priorities?

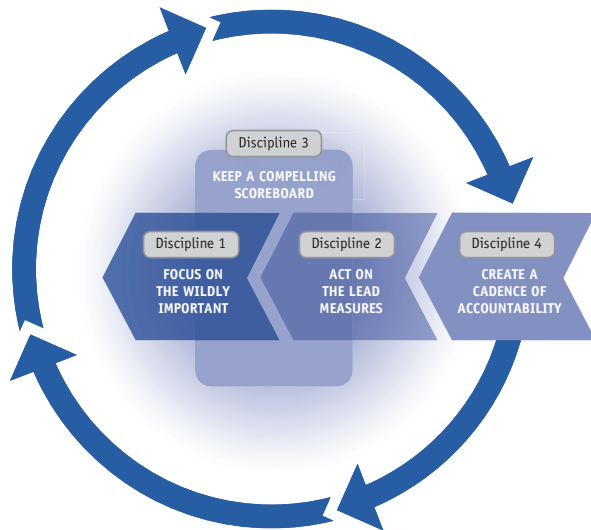
Executing strategic goals is the greatest challenge in business today. Aligning the organization’s work teams with your most important objectives is a never-ending battle. In addition, keeping teams engaged and focused on the top goals is critical. Imagine an organization where every team from the senior leadership team to the front line is focused on the most important priorities and committed to achieving the Wildly Important Goals.

## Why Execution Breaks Down

FranklinCovey has studied the topic of execution for several years in thousands of teams and in hundreds of organizations. Our research shows that execution breaks down in four ways:

1. **Teams don't know the goal.** Either there are too many goals or the goals aren't clear.
2. **Teams don't know what to do to achieve the goal.** The goal is not translated into day-to-day activities.
3. **Teams don't keep score.** Few teams can tell at any moment if they are on track to achieve the organization's critical goals.
4. **Teams and individuals are not held accountable.** For results, employees need relevant and timely feedback and regular accountability.

For teams, overcoming these breakdowns is not easy. While most work teams have more choices and more technology than ever before, very few know how to filter all the competing priorities and flawlessly execute the most important priorities throughout the organization.



## Solution:

### *The 4 Disciplines of Execution: Team Work Session—The Key to Building Execution Capability*

FranklinCovey has created a unique process that builds excellent execution capability at the organizational and team level. First, the xQ Service identifies or measures baseline execution capability for the organization or team. *The 4 Disciplines of Execution: Team Work Session* moves beyond training and skill development to real team results. Each intact team comes ready to spend two to three days defining and clarifying their Wildly Important Goals, understanding their key measures, and building peer-to-peer accountability.

The xQ Service is a tool that helps managers improve the consistency of their execution and performance.

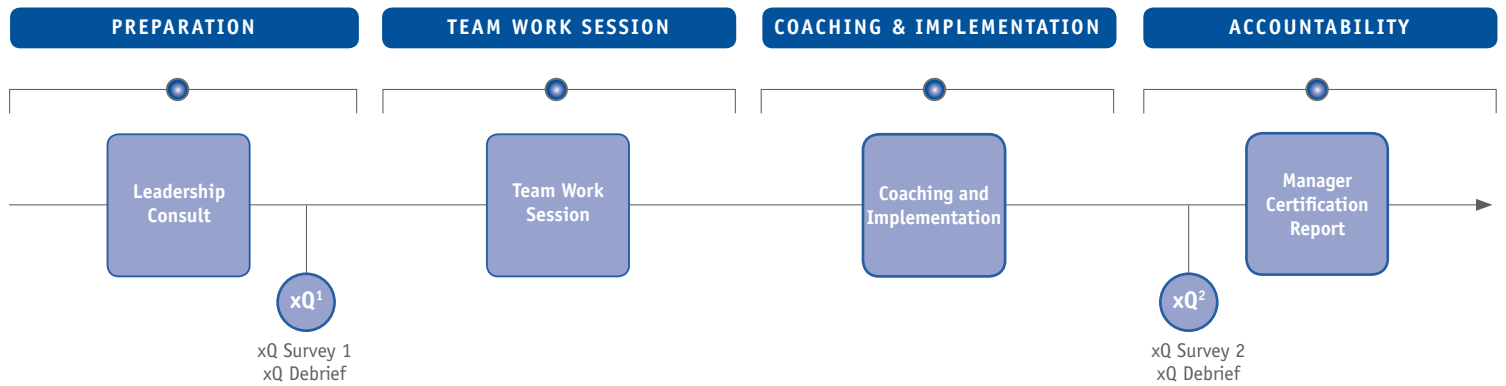
## How to Help Your Team Win

Creating a culture of execution comes from embedding four essential disciplines into your organization. Both individuals and teams will learn to institutionalize a common approach:

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.
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 translated into individual actions and tracked fanatically.
3. **Keep a Compelling Scoreboard.**  
People and teams play differently when they are keeping score. The right kind of scoreboards motivate the players to win.
4. **Create a Cadence of Accountability.**  
Great performers thrive in a culture of accountability that is frequent, positive, and self-directed. Each team engages in a simple weekly review process that highlights successes, analyzes failures, and course-corrects as necessary, creating the ultimate performance-management system.

## The Power of the FranklinCovey Execution Process for Teams

You can build a “culture of execution” as you institutionalize the 4 *Disciplines* in every work team from the most senior leadership teams to the front line. Here’s the process:



### Preparation and Diagnosis

- The team leader meets with a consultant to identify team goals and set up an xQ Survey.
- The online xQ Survey measures baseline execution capability by asking each team member questions about issues affecting execution at the individual, team, and organizational levels.
- The consultant debriefs xQ results with the team leader.

### Team Work Session

- The team reviews their xQ results.
- The team learns *The 4 Disciplines of Execution* process, identifying key goals and measures, building scoreboards, and implementing the cadence of accountability.

### Coaching and Implementation

- Coaches guide the team through implementation of the 4 *Disciplines*.
- Coaches ensure that the team leader maintains the “cadence of accountability” that leads to execution of teams goals.

### Accountability

- The team retakes the xQ Survey to demonstrate improved execution capability.
- The team reports precise execution of team goals.

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**Give your team members the knowledge and tools they need to execute on your top priorities.**

For more information about FranklinCovey's *The 4 Disciplines of Execution: Team Work Session*, contact your client partner or call 1-888-705-1776 to be put in touch with someone in your local area who can answer any questions.

