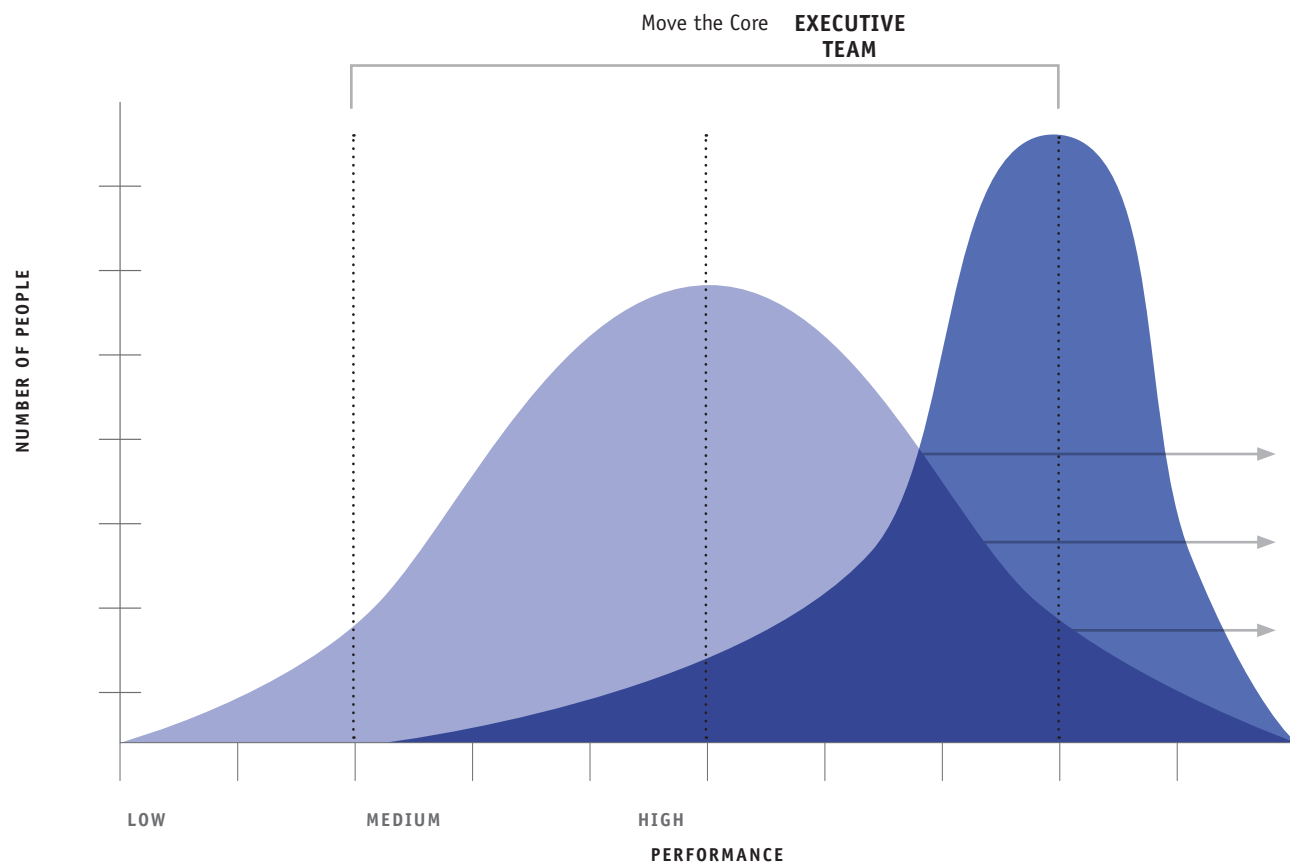




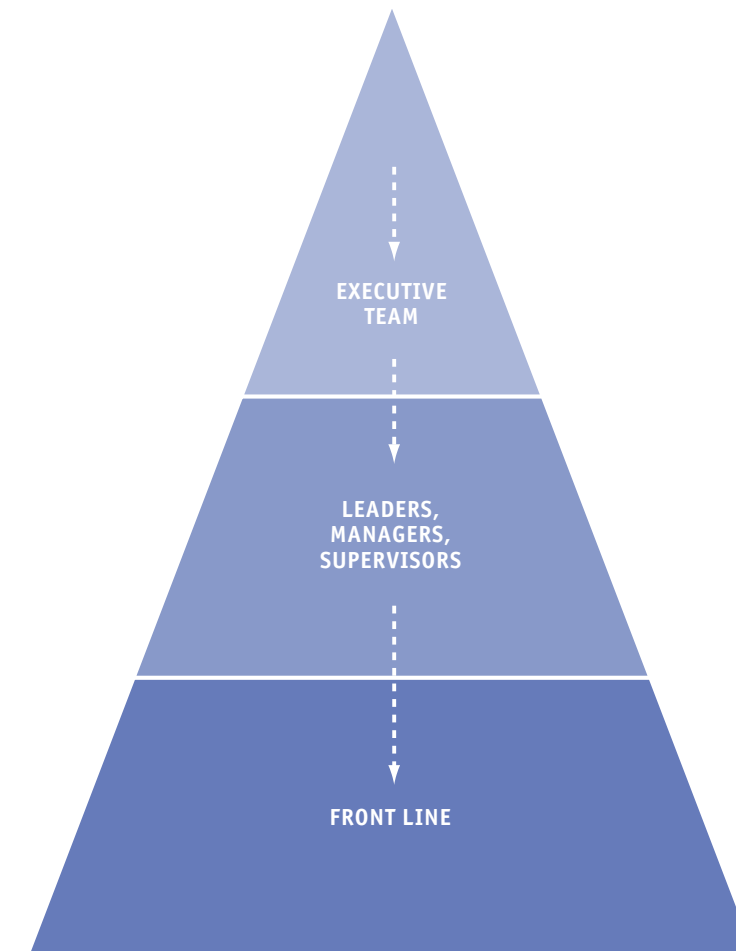
## Focus and Execution Map

### Challenge:

It has been said that a mediocre strategy that is well-executed is infinitely more valuable than a great strategy that sits on a shelf. Unfortunately, studies have shown that organizational failure is primarily caused by the inability to execute—a lack of clarity on key goals, vague indicators of success, and low levels of accountability.



### Typical Organizational Structure



Every organization has pockets of great execution—a “top 20 percent” of performers in each team, in each division. What would happen if you could move the “middle 60 percent” so they were achieving the same results as the top 20 percent?

FranklinCovey can help organizations “move the middle” of performance through a proven process of measuring execution capability, defining critical objectives, establishing clear success measures, and creating an ongoing cadence of accountability.

# How We Engage with the Product

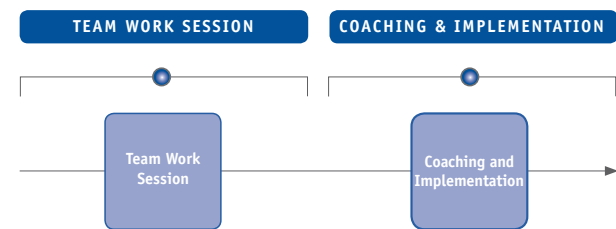


## The 4 Disciplines of Execution: Skills Training

This training event can be 1 or 2 days.

In this one-day workshop, participants learn  
The 4 Disciplines of Execution:

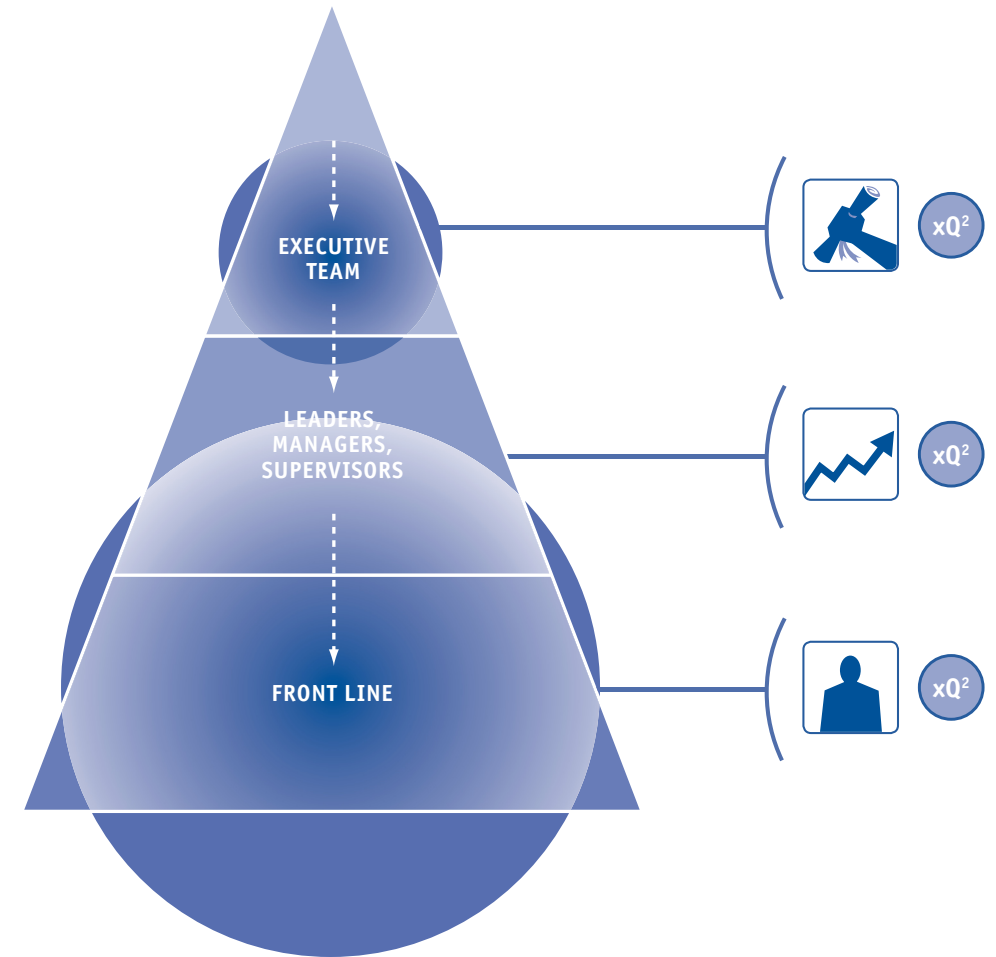
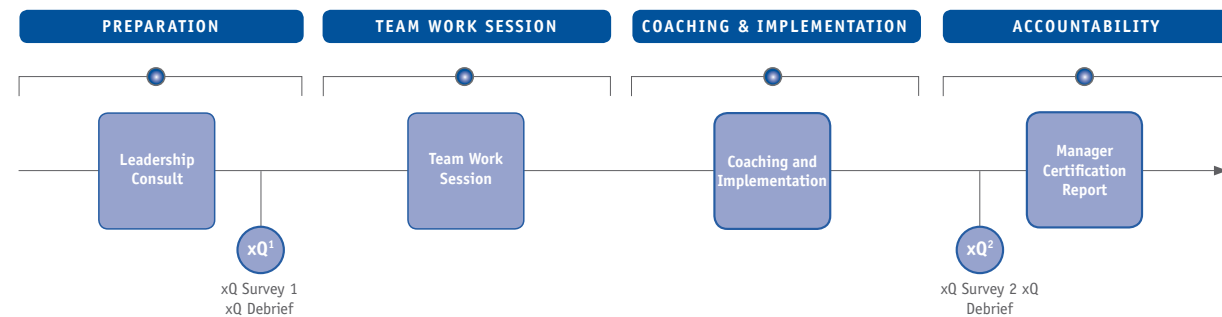
1. **Focus on the Wildly Important.** Sift through urgent priorities and help define what's most important to the organization.
2. **Act on the Lead Measures.** Identify key actions that help goal accomplishment.
3. **Keep a Compelling Scoreboard.** Track key measures of success.
4. **Create a Cadence of Accountability.** Build an individual planning-and-accounting system to get the most important work done.



## The 4 Disciplines of Execution: Team Work Session

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.





## The 4 Disciplines of Execution: Managers Certification

### How Manager Certification Works

You can build a “culture of execution” as key managers in your organization become certified in *The 4 Disciplines of Execution* from the most senior leader to the front line. Here’s the process:

#### Diagnosis and Pre-Consult

- Senior leaders meet with a consultant to identify top organizational goals and set up an xQ Survey.
- The online xQ Survey measures baseline execution capability by asking each worker questions about issues affecting execution at the individual, team, and organizational levels.
- The consultant debriefs xQ results with senior leaders and plans a rollout of the 4 Disciplines process across the organization.

#### Manager Work Session

- Managers meet in peer-to-peer sessions to learn the 4 Disciplines process, and set goals that align to their team goals and contribute to the achievement of the organization’s top goals.
- Managers begin the implementation of the 4 Disciplines process with their intact teams.

#### Team Work Session

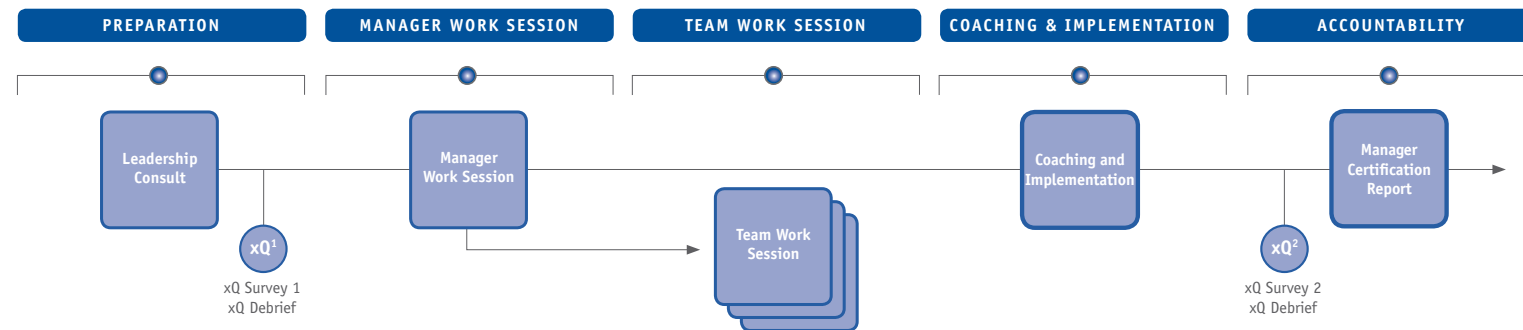
- Managers meet with teams to review team xQ results and to develop or ratify team goals.
- Teams learn *The 4 Disciplines of Execution* process, identifying key measures, building a scoreboard, and implementing the cadence of accountability.

#### Coaching and Implementation

- Coaches guide managers through the *Manager Certification* process.
- Coaches ensure that managers maintain the “cadence of accountability” that leads to execution of team goals.

#### Accountability

- Teams retake the xQ Survey to demonstrate improved execution capability.
- Managers report precise execution of team goals.
- Managers achieve certification in *The 4 Disciplines of Execution*.



### xQ® (Execution Quotient)

The xQ—a 27-question, Web-delivered survey—gauges your organization’s execution capability by measuring how sharply employees focus on and execute the organization’s top priorities. The xQ Service is a tool that helps managers improve the consistency of their execution and performance by measuring and addressing factors aligned with the six principles of execution.

