



APPLICATION GUIDE – December 2019

The Four Disciplines of Execution, Part 1

BOTTOM LINE:

The Four Disciplines of Execution is a simple, repeatable, and proven formula for executing your most important strategic priorities in the midst of the day-to-day whirlwind.

KEY TAKEAWAYS:

The Four Disciplines of Execution (4DX)

1. **Focus on the Wildly Important:**
 - Focus your finest effort on the one or two goals that would make all the difference, instead of giving mediocre effort to dozens of goals.
 - Leaders must learn how to create energy around the most important projects, not just what's on fire.
2. **Act on the Lead Measures:**
 - Lead measures tell you if you're *likely* to achieve the goal. They can be influenced by the team and are predictive of the outcome.
 - Lag measures tell you if you've achieved the goal.
3. **Keep a Compelling Scoreboard:**
 - This helps everyone know the score at all times, so they can tell whether or not they're winning.
4. **Create a Cadence of Accountability:**
 - This is where the execution happens. Your team should meet weekly for 20–30 minutes to report on commitments and review the scoreboard.
 - Disciplines 1, 2, and 3 set up the game, but until you set up Discipline 4, your team isn't in the game.

QUESTIONS FOR REFLECTION OR TEAM DISCUSSION:

1. Have you ever wondered what happened to a strategy you or your team devoted a lot of time and thought to but never saw executed? Does this happen often in your organization?
2. When you heard Chris and Andy define “wildly important goal” (WIG), what came to mind? What's the one thing that could change everything if implemented in your team or organization?
3. As Chris said, “If we're not keeping score, we're just practicing.” Do you currently know what the “win” is for your team? If not, how can you challenge your team to come together and set your own WIGs?

REFERENCE:

The Four Disciplines of Execution by Chris McChesney