The 4Disciplines of Execution®

Execution Design Session
Live-Online

OBJECTIVE

As the very first stage to the 4 Disciplines of Execution or '4DX', the purpose of the Live Online 4DX Execution Design Session ('EDS') is to bring tremendous focus to strategic intent by identifying the highest leveraged Wildly Important Goals® (WIGs) at the executive level and translating the pursuit of that WIG into the basis of a winnable game.

DELIVERABLES

1. Clarity and commitment around the overarching Wildly Important Goal

2. Determine the key battles (sub-WIGs) necessary to support the WIG

3. Prepare communication plan draft and narrative

4. 4DX OS executive team setup and complete first executive WIG session

APPROACH

Execution Design, delivered 'Live-Online', has essentially 5 'Blocks' to its structure.

FOUNDATION   **PRIORITIZATION**   **DEFINITION**   **DESIGN**   **LAUNCH**

The delivery of each block will range between 90 and 120 minutes, in terms of elapsed time this can be spread over a minimum of 2 days (2-3 blocks each day) and a maximum of 5 days (e.g. 1 block each day). The precise approach would be agreed ensuring practicality and pragmatism prevails.

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Block 1: Foundation

A Deep-dive into the content of 4DX providing detailed relevant working examples and case studies associated with its application, coupled with scrutiny on the context to 4DX in the target environment i.e. understanding where it will flourish and where it will be challenged.

Block 2: Prioritization

Using proven strategic modeling techniques such as 'The Strategy Map' and 'The Operational Effectiveness' framework, we identify, quantify and align behind the goals of the day to day operation vs the 'must-win' priorities central to the overall organizational strategy.

Block 3: Definition

Quality time is spent on narrowing the priorities requiring behavioural change to a finite number of 'Wildly Important Goals' or 'WIGs' with specific measures; Intense work is done on how these WIGs deconstruct to the fewest number of 'battles' or 'Sub-WIGs'.

Block 4: Design

Leadership team ratify all key detail and further align behind absolute transparency with regards measurement and accountability for the 4DX process; central to this governance being the understanding and adoption of the Execution Performance Score ('XPS').

Block 5: Launch

Through the 4DX Operating System (4DXOS) the team works through the detail of communications out to the business, they conduct their first formal Accountability session and finally align on a 'Version 1.0' of the overall program architecture.

PRE-WORK

Prior to the first Block of delivery for the Live Online EDS, FranklinCovey will work with the client to ensure the team understand the approach, the context and how we can deliver the event smoothly and without any technical or communications difficulties.

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