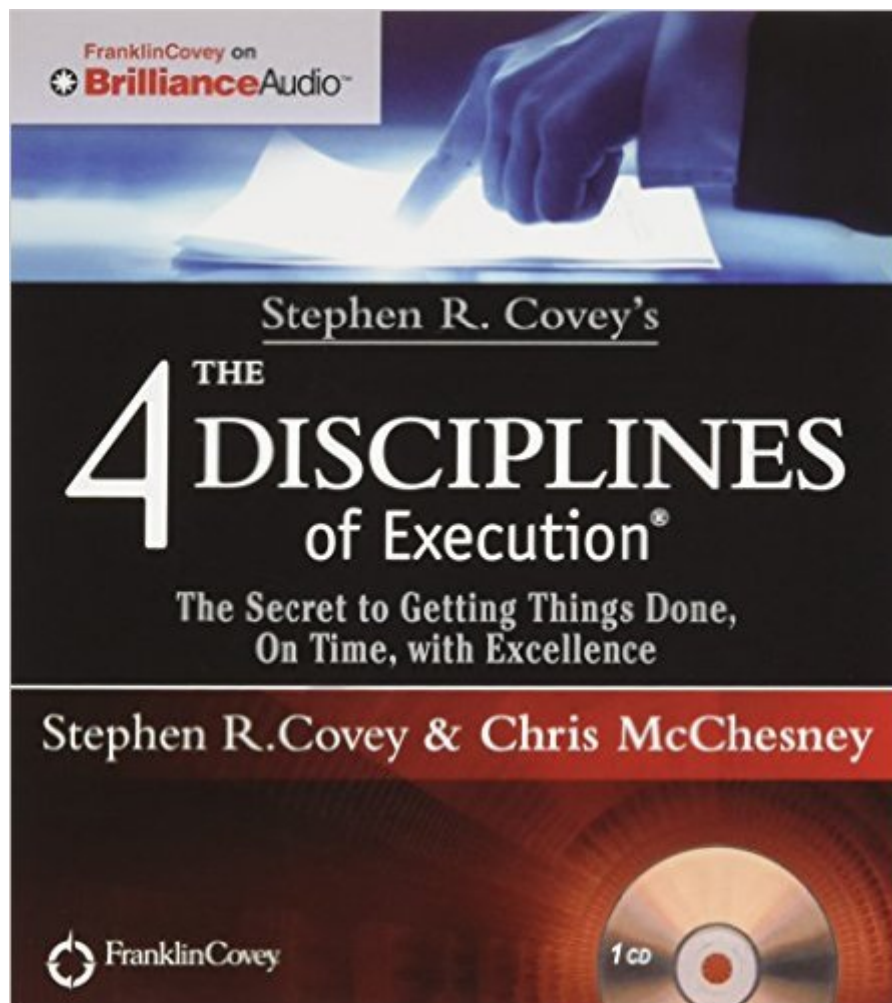


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# Stephen R. Covey's The 4 Disciplines Of Execution: The Secret To Getting Things Done, On Time, With Excellence - Live Performance



## Synopsis

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 senior leadership to the front line• is focused on the most important priorities and committed to achieving the Wildly Important Goals. Franklin Covey 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. People and teams don't know the goals. Either there are too many goals or the goals aren't clear. 2. People and teams don't know what to do to achieve the goals. The goals are not translated into day-to-day activities. 3. People and teams don't keep score. Few can tell at any moment if they are on track to achieve the organization's critical goals. 4. People and teams are not held accountable. For results, employees need relevant and timely feedback and regular accountability. The 4 Disciplines of Execution will help you eliminate these breakdowns.

## Book Information

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## Customer Reviews

Steven is the most influential writers of his time. This review is of the audio revision on the book. The premise revolves around how the best executioners use the four key disciplines to drive results. Discipline 1: Narrow the focus; Forecast a finish line- Big Idea is X to Y by when?- Defining the finish line makes accountability and moral go up; Discipline 2: Lead Measures- Golden Rule of execution: Identify lead measures- Lead measures are predictive and influence the end goal- Lags - oh crap measures e.g weighing scale- Leads - The real bet; Come up with the bet; e.g. controlling

calorie intakes- Too much focus on lags is counterproductive; Discipline 3: Capture the bet- Make it a game- Have Compelling score board- Scoreboard should tell if we are winning or losing- People play better when they are keeping score- Look at the Lag and lead to see the whole game Discipline 4: Go and Measure it- Focus on 3 things to do to change the score board!- Whirlwind urgent items will not change the scoreboard.- Make the commitment;- Follow the sequence Goals ->live measures ->lead measures->scoreboards Key Points- Account for change in human behavior when trying to execute a strategy- More the leader is in love with strategy, the more he tends to underestimate the execution- Focus on the wildly important "the big idea".- Insisting on people should focus and not acknowledging the whirlwind of events around them will lead to frustration.

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