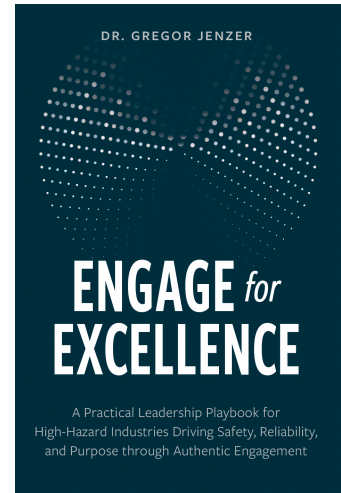


# Engage for Excellence (E4X)<sup>TM</sup>

A Practical Leadership Playbook for High-Hazard Industries

Driving Safety, Reliability, and Purpose through Authentic Engagement

*What if the key to safer, more reliable operations  
isn't another rule—but the way leaders show up?*



## Quick start guide

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### What E4X is (and why it works)

E4X turns authentic engagement into daily routines that crews can run on the night shift—without big programs.

- **Three pillars: People & Culture · Systems & Discipline · Purpose & Alignment**
- **Nine Cards:** compact, repeatable routines that surface weak signals early and close them fast.
- **Impact loop:** leader presence → trust & voice ↑ → hazards surface earlier → faster fixes → reliability ↑ → pride & purpose ↑.

### Starter Cards in this Quick Start

1. **Dark-Corners Visits** — show up off-shift, ask three honest questions, fix one small thing fast.
2. **4W Near-Miss Log** — simple Who/What/When/Where capture, daily triage, visible “before/after.”
3. **Link Tasks to Purpose** — a 60-second “why today matters” line at the start of each shift.

Want the full playbooks? The book explains step-by-step guidance, variations, pitfalls, and rollout options.

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**Try now → Pilot Kit · Sample Chapter · Contact**

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## The 4-Week Micro-Pilot

*Goal: prove value quickly with lightweight routines and visible wins.*

### Week 0 — Prep (60–90 min)

- Choose one area/crew and a real pain point.
- Baseline last 30 days: near-misses, average closure time, any downtime you track.
- Name roles (see Page 3). Book a 30-min weekly check-in.
- Print: **4W Log sheet**, **Dark-Corners cue card**, **Purpose line** script.
- Aim by Week 4: more near-misses reported, faster closure, one visible fix per week, better shift handovers.

### Week 1 — Launch

- Run 1 **Dark-Corners** visit (preferably off-shift). Ask: “**What’s the ugliest task here?**” · “**What nearly went wrong last week?**” · “**With €500 and 1 day, what would you fix?**” Capture 1–2 items in the **4W**.
- Start **4W**: daily triage, assign owners/dates, post one “before/after” fix.
- Begin **Purpose** line each shift; end with one specific recognition.

### Week 2 — Make it visible

- Keep **4W** flowing; close quick wins in <7 days.
- Add a 30-min **Weekly TOR** (Team-of-Rivals) mini-forum: review 4W, challenge groupthink, confirm owners/dates.
- Remove one friction (“**Serve First**”) the crew flagged.

### Week 3 — Strengthen habits

- Second **Dark-Corners** visit (new time/area).
- Check early trends (reports ↑, closure time ↓). Celebrate one story.

### Week 4 — Close-out & decide

- Tally results (see Measures).
- Capture 3 lessons + 3 fixes to scale.
- Decide: continue 90 days here or extend to a second area.

### Use the worksheets

/downloads/e4x-4w-log.pdf — weekly 4W tables

/downloads/e4x-dark-corners.pdf — guidance + checklist

/downloads/e4x-weekly-tor.pdf — agenda + action log

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## Roles & Measures (what “good” looks like)

### Lightweight roles

- **Sponsor (site lead/VP)** — remove blockers; 10-min weekly review; praise publicly.
- **Pilot Lead (ops supervisor)** — runs daily 4W triage; keeps board/SharePoint current.
- **Shift Leads** — deliver the Purpose line; log near-misses; close small actions.
- **Safety/Integrity Rep** — coach no-blame capture; share learnings.
- **Data/Comms** — update one simple dashboard/notice board weekly.

### Lead measures (weeks 1–4)

- Near-misses reported ↑ (expect 1.5–2× baseline—more reporting is good).
- Average closure time ↓ (target <7 days for quick fixes).
- Dark-Corners visits ≥ 1 per week by a named leader.
- Purpose line delivered each shift (spot-check 3×/week).
- Recognitions ≥ 1 per shift (brief, specific).

### Early lag signals (don’t over-promise in 4 weeks)

- Fewer repeat causes in 4W; cleaner handovers; first signs of downtime reduction.

### Safety & ethics guardrails

- **E4X complements**—never replaces—regulatory and company procedures.
- If a serious hazard surfaces: **stop, make safe, escalate**. Reporting is never punished.
- Be fair & firm: accountability = standards + support, not blame.

### What next

- Try the **2-Card challenge** with the Pilot Kit.
  - Grab the **Sample Chapter** for the six core behaviors and all nine Cards.
  - For a 90-day rollout, **request the Pilot**.
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