

4DX

ACHIEVING YOUR WILDLY
IMPORTANT GOALS

The
4 Disciplines
of
Execution



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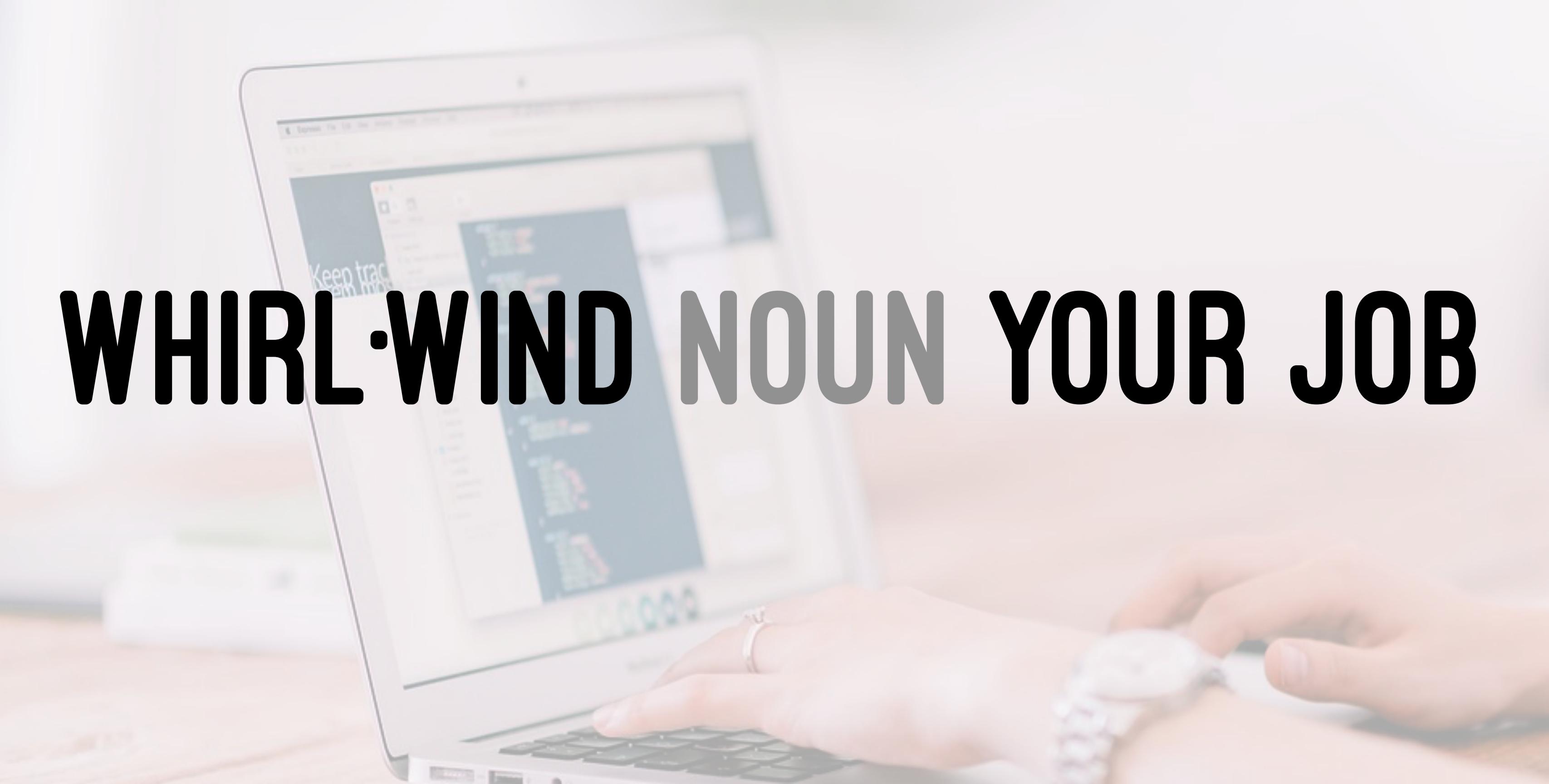
OBJECTIVES

- › DESCRIBE THE 4 DISCIPLINES OF EXECUTION.
- › EXPLAIN WHY THE 4 DISCIPLINES WORK?

THE 4 DISCIPLINES ARE A PROCESS.

THE WHIRLWIND

WHIRL·WIND NOUN YOUR JOB



**THE MASSIVE AMOUNT
OF ENERGY JUST TO
KEEP GOING.**





WHAT ROBS YOU OF FOCUS TO MOVE FORWARD.

DISCIPLINE 1

WILDY IMPORTANT GOALS (WIGS)



**FOCUS YOUR EFFORT ON ONE OR
TWO GOALS THAT WILL HAVE THE
MOST IMPACT, RATHER THAN GIVING
MINIMAL EFFORT TOWARDS ALL THE
GOALS.**

**A WILDLY IMPORTANT
GOAL (WIG) IS A GOAL
THAT CAN MAKE ALL
THE DIFFERENCE.**



DON'T ASK

"WHAT'S MOST IMPORTANT?"

ASK

IF EVERYTHING ELSE REMAINED THE SAME.
WHAT IS THE ONE AREA WHERE CHANGE
WOULD HAVE THE GREATEST IMPACT?





RULES



NO TEAM FOCUSES ON
MORE THAN **TWO WIGS** AT
THE SAME TIME.

LOWER LEVEL WIGS
SHOULD HELP **ACHIEVE**
HIGHER LEVEL WIGS.





LEADERS CAN VETO, BUT
NOT DICTATE.

**ALL WIGS MUST HAVE A
FINISH LINE.**

IN THE FORM OF FROM X TO Y BY WHEN.



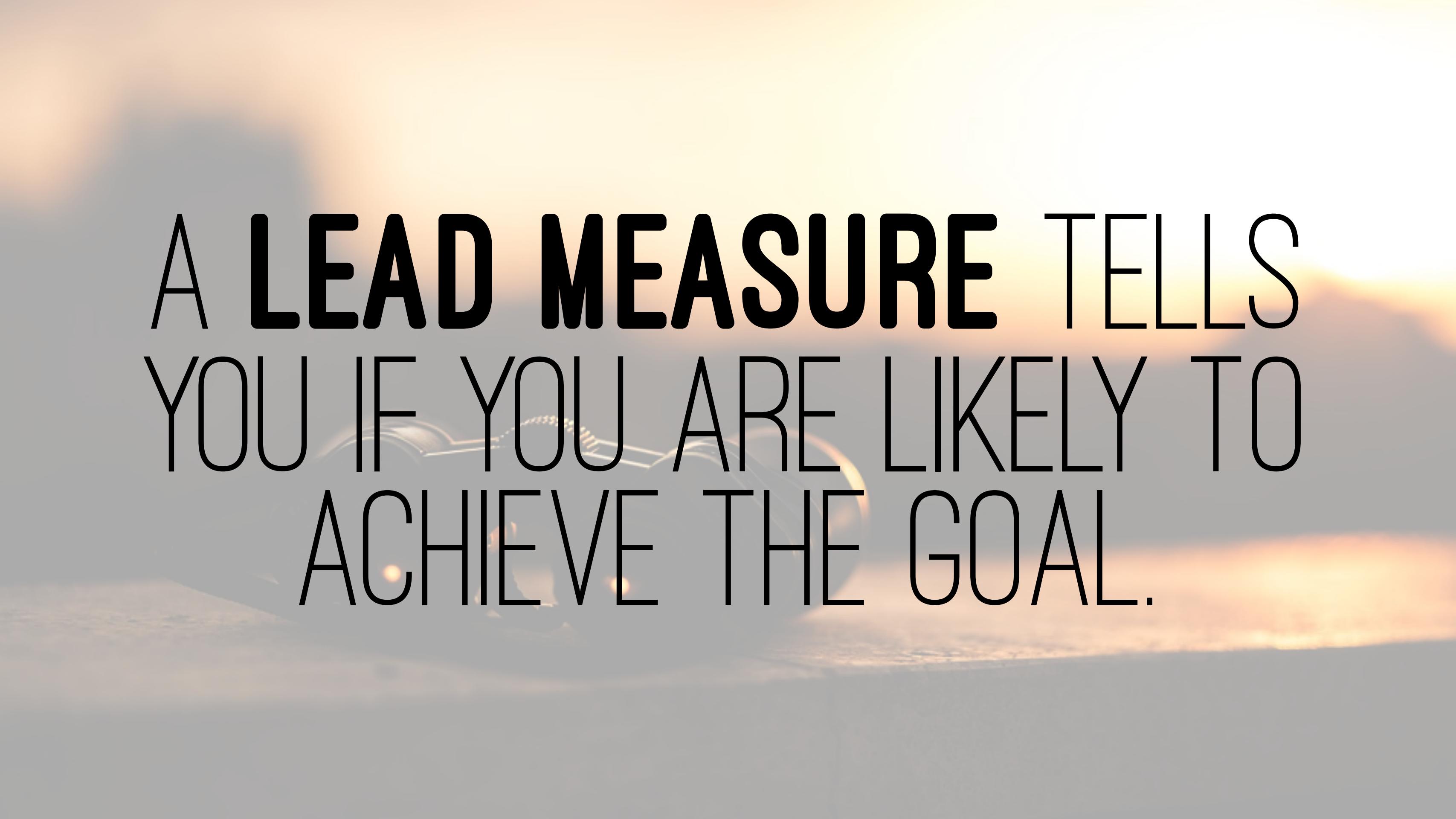


**THE VISION MUST BE
ACHIEVABLE.**

DISCIPLINE 2 LEAD MEASURES



A LAG MEASURE TELLS YOU
IF YOU'VE ACHIEVED A GOAL.



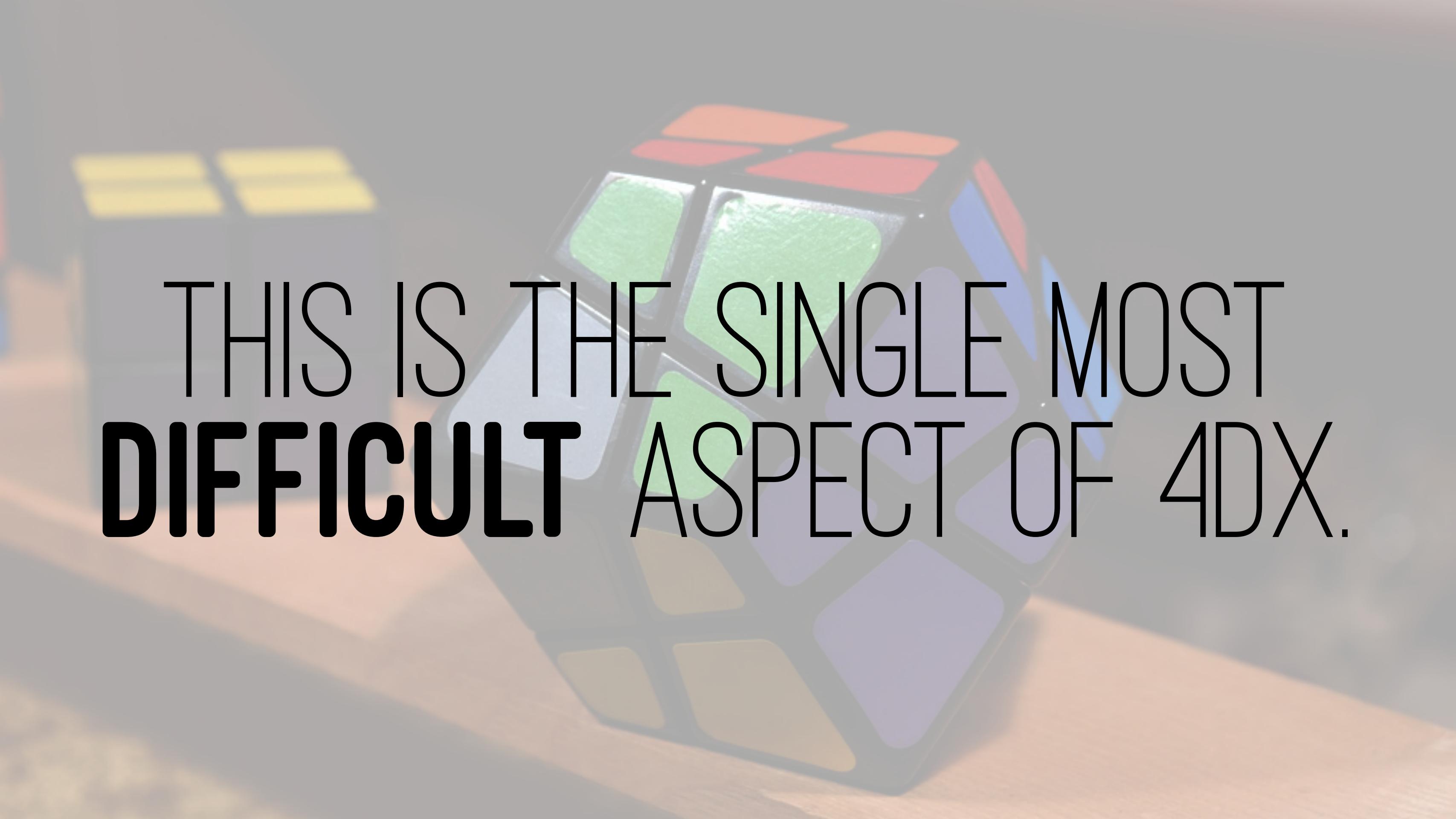
A LEAD MEASURE TELLS
YOU IF YOU ARE LIKELY TO
ACHIEVE THE GOAL.

A LEAD MEASURE IS PREDICTIVE.

**A LEAD MEASURE IS
INFLUENCEABLE.**

**THE MORE YOU ACT ON THE LEAD
MEASURE. THE MORE LIKELY YOU
ARE TO ACHIEVE THE GOAL.**



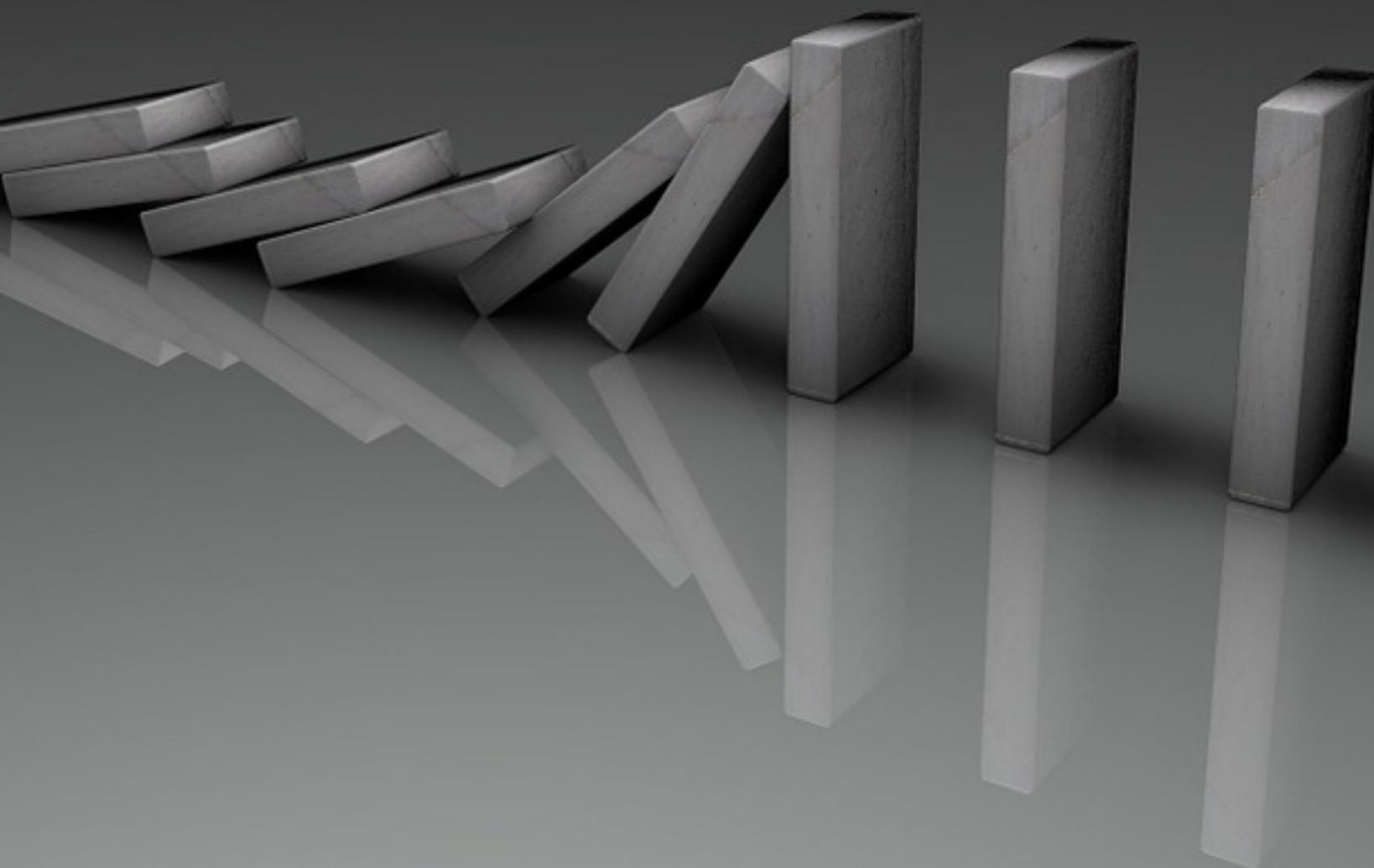


**THIS IS THE SINGLE MOST
DIFFICULT ASPECT OF 4DX.**

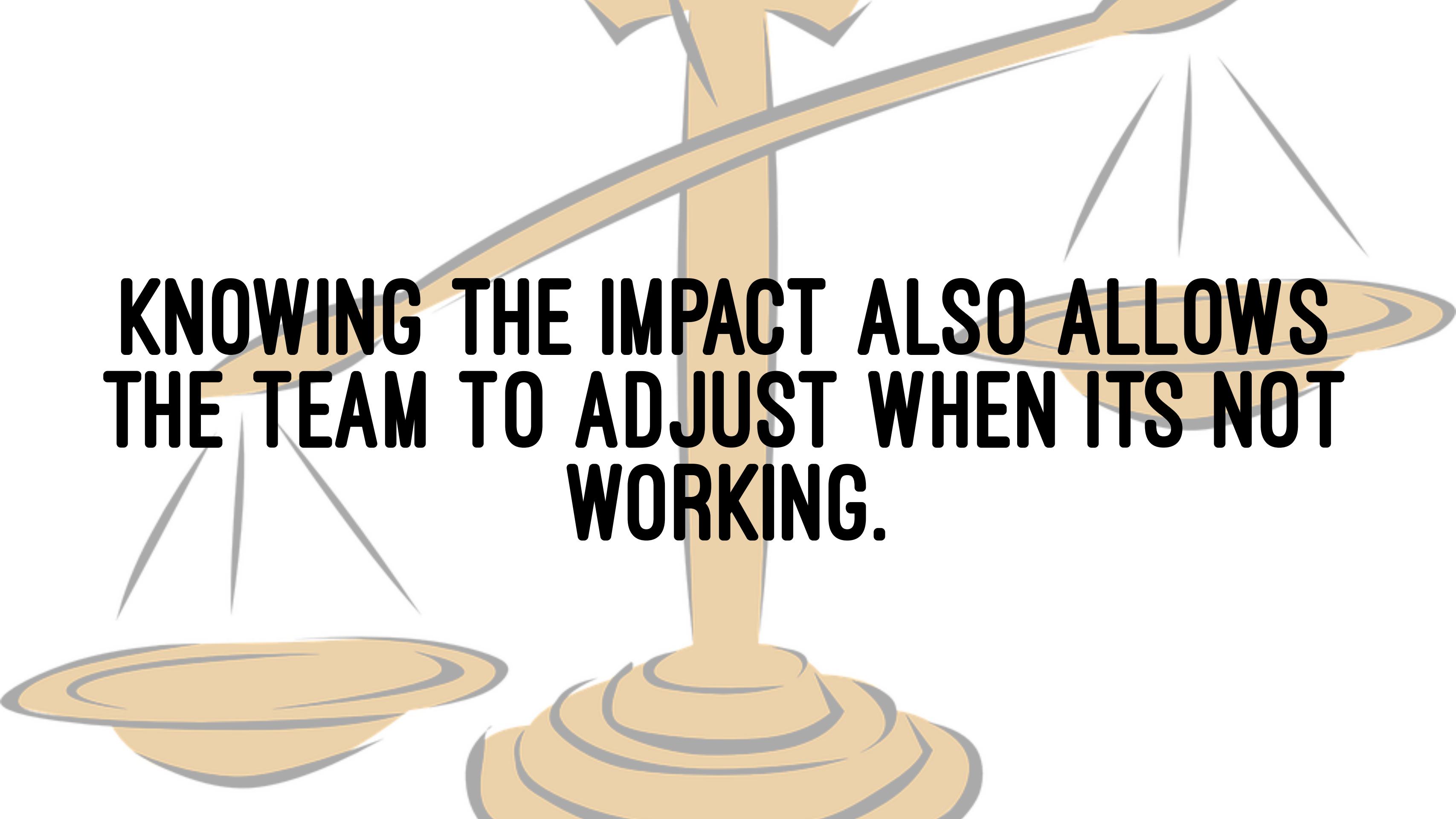
DISCIPLINE 3

SCORECARD

**PEOPLE WILL DISENGAGE AND FOCUS ON THE WHIRLWIND.
UNLESS THEY KNOW THE SCORE.**



THE SCORE IS
WHAT IMPACT
THE PROCESS
IS HAVING.



**KNOWING THE IMPACT ALSO ALLOWS
THE TEAM TO ADJUST WHEN ITS NOT
WORKING.**



4 QUESTIONS TO ASK

IS IT SIMPLE?

CAN I SEE IT EASILY?

**DOES IT SHOW LEAD AND LAG
MEASURES?**

**CAN I TELL AT A GLANCE IF WE ARE
SUCCESSFUL?**

**SHOWING RESULTS WILL
ENGAGE THE TEAM.**

DISCIPLINE 4

CADENCE OF ACCOUNTABILITY



**THE TEAM MUST MEET AT LEAST
WEEKLY IN A WIG SESSION.**



**THE MEETING LASTS NO
LONGER THAN 20-30
MINUTES.**

THREE PART AGENDA

REPORT ON COMMITMENTS.

**REVIEW THE SCOREBOARD.
LEARN FROM SUCCESSES
AND FAILURES.**

A photograph of a dense forest with tall, thin trees. The scene is partially obscured by a thick layer of fog or mist, creating a sense of depth and mystery. A faint path or stream bed is visible in the lower left foreground.

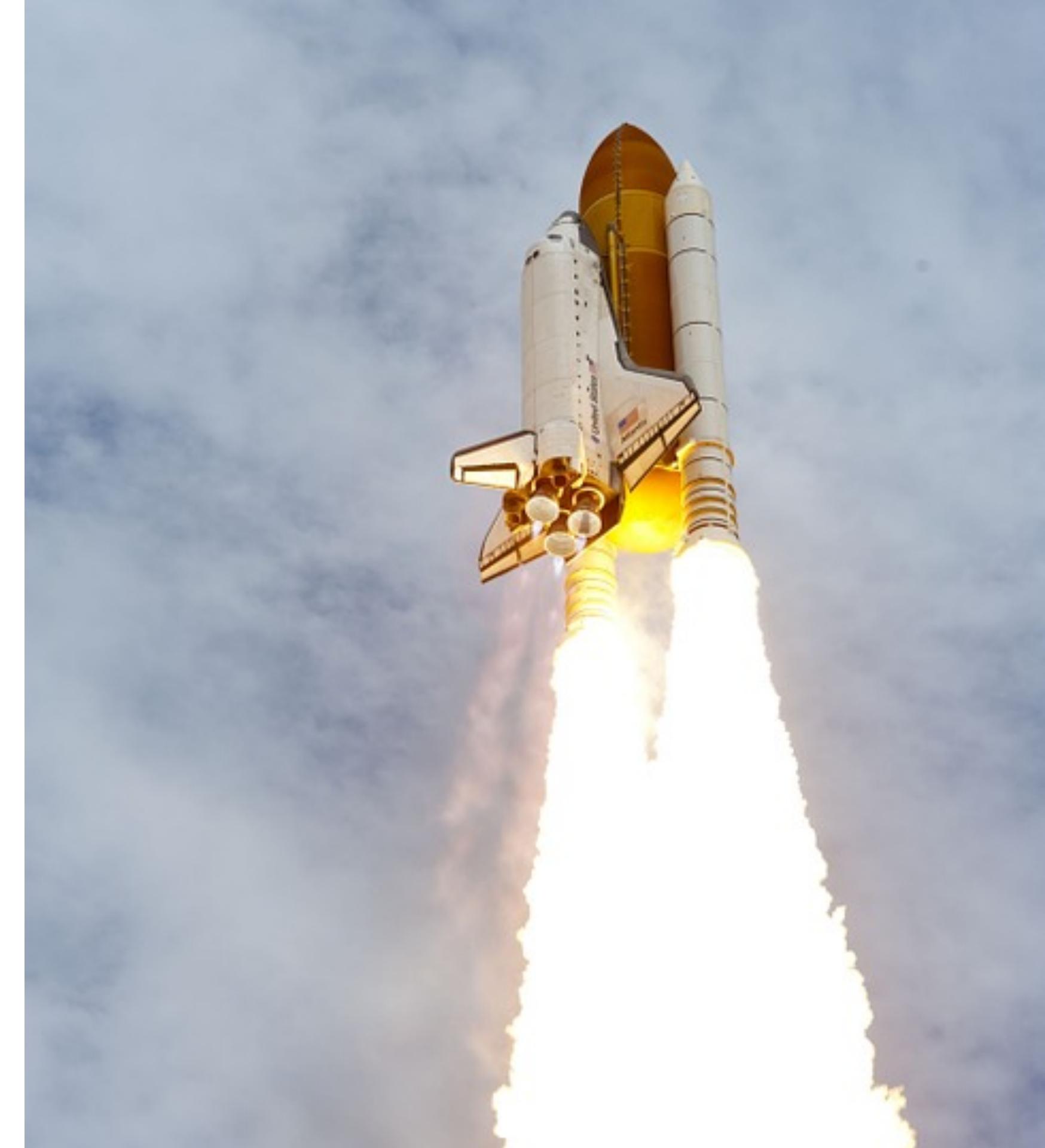
**CLEAR THE PATH AND
PLAN NEW COMMITMENTS.**

**"WHAT ARE THE ONE OR
TWO MOST IMPORTANT
THINGS I CAN DO THIS
WEEK TO IMPACT THE
LEAD MEASURES?"**



TWO RULES FOR COMMITMENTS

- 1. THE COMMITMENT MUST REPRESENT A
SPECIFIC AND MEASURABLE.**
- 2. THE COMMITMENT MUST INFLUENCE THE
LEAD MEASURE.**





**YOU WANT EACH TEAM MEMBER TO
TAKE OWNERSHIP OVER THE
COMMITMENTS THEY MAKE.**



CLEAR THE PATH

**THIS ONLY WORKS IF
THERE IS TIME FOR YOUR
COMMITMENTS.**

**IF YOU HAVE TIME, ASK
‘WHAT CAN I DO TO CLEAR THE PATH
FOR YOU?’**