



Your System to Achieve Breakthrough Results

“When your team begins to see a breakthrough result move as a direct result of their efforts, they will know they are winning. And we have found that nothing drives the morale and engagement of a team more than winning.”

— Chris McChesney, coauthor of *The 4 Disciplines of Execution*

Worldwide organizations spend \$31+ billion annually on strategy creation, and 80 percent of those strategies fail to produce the expected result.

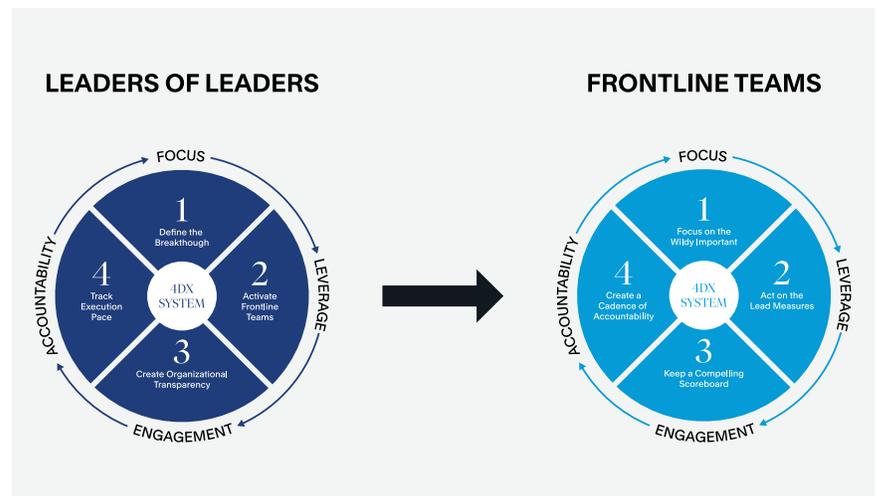
What’s missing? A proven system for consistently executing on strategy through people. “We don’t rise to the level of our goals we fall to the level of our systems.” —James Clear

The 4 Disciplines of Execution System is a proven process for helping organizations and teams execute consistently on their breakthrough results. We help leaders turn sporadic performance into a system of consistent predictable results.

Achieving Breakthrough Results

The 4 Disciplines of Execution® (4DX®) is applied at two levels: Leaders of leaders, and frontline teams. Based on the 4DX principles, senior leaders need to carry out four actions with their team leaders to scale impact and results:

- 1. Define the Breakthrough.** Narrow the focus and create clarity and commitment around a key breakthrough result with executable targets.
- 2. Activate Frontline Teams.** Unleash and apply everyone’s collective energy toward your key breakthrough result using the 4DX principles and implementation processes. 4DX principles create a common language and process for front-line implementation of the key breakthrough result. This is a proven process used in more than 4,000 implementations.
- 3. Create Organizational Transparency.** Utilize the 4DX platform with scoreboards that let everyone know if they’re winning or losing as a team, as individuals, and as an organization.
- 4. Track Execution Pace.** Track the pace of progress real-time using a metric called XPS (Execution Performance Score) to ensure all your teams are on track to achieving your breakthrough result.



This makes up the 4 Disciplines of Execution System, supplying the framework, tools, and measurement resources to ensure breakthrough results. It’s the key to moving your organization beyond simply reaching a few goals to dramatically changing your impact in the marketplace.

For more information about *The 4 Disciplines of Execution* and the 4Disciplines of Execution System, contact your FranklinCovey client partner or send an email to info@franklincovey-benelux.com.