

# 4 Disciplines of Execution

[Chris McChesney](#) , [Sean Covey](#)

# Big Ideas

- The Real Challenge:

- The challenge = Executing your most important goals in the midst of the urgent
- The Whirlwind = day to day grind.
  - Massive amount of energy is necessary just to keep your operation going on a day-to-day basis

- 4Dx:

- Focus on Wildly Important
- Lead v/s Lag Measures
- Keep a compelling Scoreboard
- Accountability Rhythm

# Focus on the Wildly Important

- Identify your WIGs
- Focus
  - Law of diminishing returns
    - More goals -> Less overall progress/output
  - 2-3 Goals Max
  - The few key battles that would win the war
- The greatest Challenge
  - Having the courage to say No
  - Jobs said, "I'm as proud of what we don't do as I am of what we do."

# Lead v/s Lag

- Key Message = Leverage => All actions are not Equal
- Lead = What you do. Lag = The Results
- What is Lead v/s Lag?
  - Lever v/s the Rock
    - People see the rock easily. But Lever is hard to see and work on
  - Lever = Influencable. Predictable
- Why Lead
  - It gives leverage
    - Finding the right lever among many possibilities
    - Putting disproportionate energy against the leverage points
    - to apply disproportionate energy to the activities that drive your lead measures.
  - It is predictive
  - It is influencable
- Why not Lag
  - Hard to do anything about
  - Like driving a car by looking at rearview mirror
- How
  - Defining lead measures
    - Choosing the Right levers
  - Tracking lead measures

# Compelling Scorecard

- Why
  - Winning Feeling – Progress, Small Wins
  - Level of Play Rises – Intensity. Focus. Engagement
  - Data is like light – the best known growth agent
- Characteristics (Like Sports)
  - Simple
    - Players scoreboard not a coach's score sheet with multiple data points
  - Always Visible
  - Shows Lead & Lag - improves engagement
  - Quickly tells - Am I winning or losing
    - 5 Second Rule
      - Can u tell if you are winning or losing?
    - Score Not Data

# Accountability Rhythm

- Why
  - You are not in the game until it happens
  - This is where execution really happens
  - Ensures Focus on WIG
  - Accountability improves Engagement
  - Steady Accountability Rhythm is the pulse of Execution
- What
  - Weekly WIG Session
    - Report on last week's commitment
    - Review Scoreboard
    - Make commitments for the coming week.
  - Rules
    - Same day & Time Every week – SACRED. RYTHMIC.
    - No Whirlwind allowed