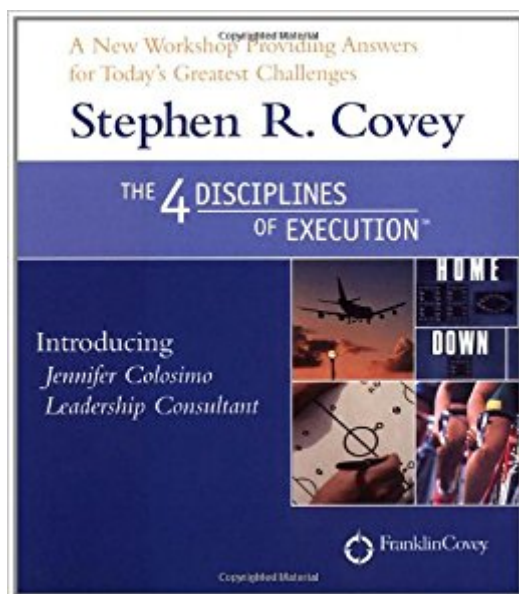


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# The Four Disciplines Of Execution



## Synopsis

In business, survival depends on meeting objectives. Most failures in organizations today are not the result of a lack of smarts, they are caused by a lack of execution - things just don't get done. Defining a clear strategy and setting goals is one thing, sticking to strategy and meeting those goals is quite another. The 4 Disciplines of Execution teaches how to focus on your top priorities and get the critical things accomplished. Whether you are a member of a team, lead a team, or lead an entire organization, this workshop will equip you to deliver on your top priorities consistently and introduce you to four universal business disciplines that deliver results again and again: A. Focus on the Wildly Important. B. Create a Compelling Scoreboard. C. Translate Lofty Goals into Specific Actions. D. Hold Each Other Accountable - All of the Time. Each discipline includes a business principle, old thinking, new thinking, and a metaphor that further clarifies the learning. A bonus section on IMPLEMENTING THE DISCIPLINES supported by a special resource CD, gives critical information about activating the power of the 4 Disciplines in your organization.

## Book Information

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## Customer Reviews

Recognized as one of Time magazine's 25 most influential Americans, Stephen R. Covey has dedicated his life to demonstrating how every person can truly control their destiny with profound, yet straightforward guidance. As an internationally respected leadership authority, family expert, teacher, organizational consultant, and author, his advice has given insight to millions. He has sold over 20 million books sold (in 38 languages), and *The 7 Habits of Highly Effective People* was named the #1 Most Influential Business Book of the Twentieth Century. His most recent major book,

The 8th Habit, has sold nearly 400,000 copies. He holds an MBA from Harvard, and doctorate degree from Brigham Young University. He is the co-founder and vice chairman of FranklinCovey, the leading global professional services firm with offices in 123 countries. He lives with his wife and family in Utah.

I'm starting to notice that I'm collecting quite a bit of self-help from Covey. I play this audiobook during shorter drives, I like Chris' energy during the recording, keeps your self awake and engage on the conversation. Contents-wise, as always the way Covey has done in his other materials it's very much principles-based approach, something that would be generally applicable in situations and doesn't age. I highly recommend for people approaching or at the beginning of their mid-level managing careers --- not to say won't be good for anyone else, just suggesting it's what I think is the optimal time on understanding the principles --- ie. shouldn't expect an analyst just hired in from college with less than a year of experience to necessarily absorb this things and assume it'll be directly applicable to what they do at work. They would certainly benefit from it, but perhaps a little early in their career. Don't expect to learn quick way of getting rich! You would truly appreciate these when you have genuine intent to improve your life and the of those people around you via executing the principles.

The of the 4 Disciplines of Execution explain not only the "what" of strategy but more importantly, the "how" effective execution is achieved. The "what" is already well covered in business literature, while the "how" is less covered. The book's contribution is, in my opinion, in a theory of causality of how effective strategy is achieved. When it comes to producing results, leaders can influence the strategy and the execution of the strategy. This book argues the lack of discipline is why the execution of strategy breaks down. An important distinction is made that the 4 Disciplines are based on principles or natural laws whereas strategies based on practices are, situational, subjective and always evolving. The 4 Disciplines are pretty much common sense: 1. Focus on Wildly Important Goals; 2. Act on Lead Measures; 3. Keep a Compelling Scorecard; 4. Create a cadence of Accountability. Subsequent chapters explain in detail each of the disciplines. I found several ideas helpful: 1. Translate strategy from concepts to targets; 2. What have you thought of that might make all the difference?; 3. People play differently when they are keeping the score; 4. Holding team members accountable for results. Section II is written mostly as a workbook which others might find more helpful than I did. However, several of the case studies offered good suggestions: 1. Find pockets of excellence; 2.

Make High-Impact Commitments  
3. Celebrate Successes  
4. Share Learning  
The 4 Disciplines of Execution is, in my opinion, a useful methodology to help leaders execute their strategies. However, I would have rated the book with more stars, if the authors had condensed their prose to half the 326 pages it took them.

It has good content and I listened to it three times. But it ended abruptly right when it was starting to get practical. So it seemed like they just slapped a recorded section of a seminar, and threw it into an audio book. It fell short of the potential it could have had and I left a little bummed. They have the goods, but just didn't give it.

I guess we all know what BHAGs are and now we have a new acronym that's sort of similar but different enough - the WIGs. What I really liked about this audio book is that the focus is on Execution rather than Strategy, it's more of a how-to rather than theory. The authors have clearly demonstrated that it works and that many people and organisations are benefitting from it. It seems straightforward enough to follow and I'd wager that it's a benefit to anyone involved in a 4DX process. Team leaders will likely love 4DX as it's pretty clear what they need to do and how to do it.

Too often, as leaders, we get caught up in the day to day routine and get overwhelmed with everything that we have to accomplish. The 4 Disciplines of Execution (4DX) is all about effectively deciding what are your Wildly Important Goals (WIGs) and how to implement them in your organization for change. Since we have implemented this system in our retail store, our customers love us more and we've seen an increase in sales and traffic. Do yourself and your business a favor and get this book.

Turns out our consulting business has 3 of the four disciplines in place in our method, but we are weak on step 4. This is a very useful business book. Not many books talk about how to actually get things done in what the authors call, "the Swirl" of every day activity. Worthy of a careful read and implementation.

Good info but if you have read any of McChesney's previous books and have half a brain, you can figure this book out. Seems to me this team of writers have found the perfect way to re-release the same basic info every few years with a new title and make a mint...coudoos to you but you will not get any more of my money.

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