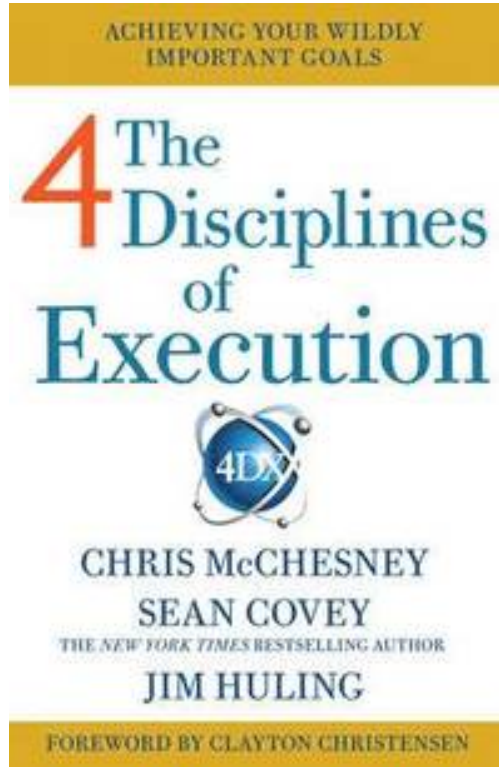


# 4 Disciplines of Execution: Getting Strategy Done

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Sean Covey

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The Four Disciplines of Execution is about a simple, proven formula for reaching the goals you want to reach as a business or individual. In Covey's experience, the thing that most undermines the ability to execute goals is what he calls the Whirlwind: those urgent tasks that must be done simply to keep an organization alive. As Covey shows, the only way to execute new, important goals is to separate those goals from the Whirlwind. The Four Disciplines allow leaders to create a strategy that requires a change in behaviour, since only by ensuring that everyone on the team understands the goal, knows what to do to reach it and knows whether progress is being made, will a leader produce consistent breakthrough results while sustaining the urgent work of the Whirlwind. The Four Disciplines of Execution are: 1. Focus on the Wildly Important; 2. Act on the Lead Measures; 3. Keep a Compelling Scoreboard; 4. Create a Cadence of Accountability. For more than a decade Franklin Covey has been studying what it takes to achieve important goals, and in this book they share success stories from a wide range of companies that have

implemented the Four Disciplines to result in greater profits, increased market share and improved customer satisfaction. This way of thinking is essential to any company that wants to not only weather, but thrive in this economy.



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