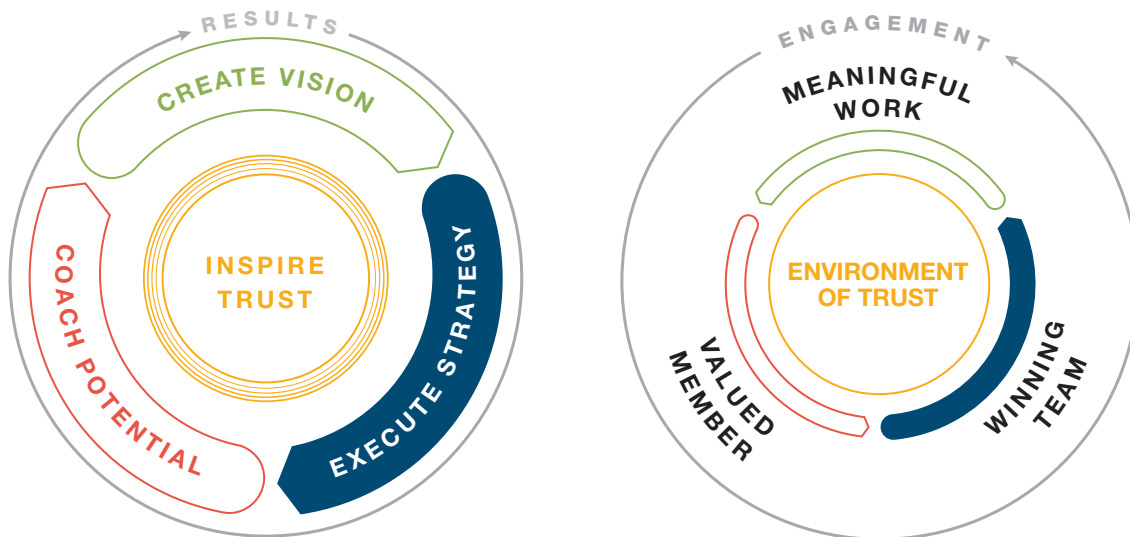


# Execute Strategy

## Big Ideas

- Having a great strategy is just the start. The key to enduring success is in your systems—specifically, aligning your core systems to make the work of driving your strategy easier.
- Achieving forward-thinking goals in the midst of day-to-day operations requires a framework—a system for execution.
- Executing goals within a proven framework creates a “winnable game” for your team. And as your team “wins,” engagement increases.

Ask yourself: How can we **make it easier** to get the results we want?



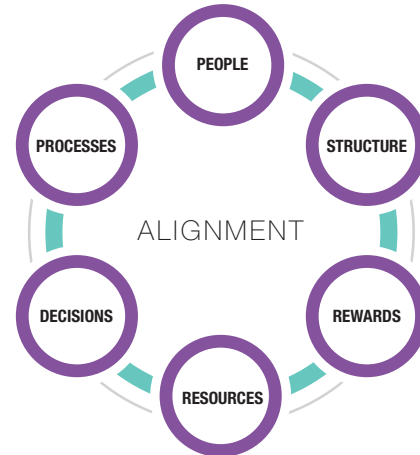
### To make it easier for your team to win:

1. Evaluate your current systems and align to the Six Rights.
2. Implement the 4 Disciplines as a team operating system.

# 1. Evaluate your current systems and align to the Six Rights.

Are your core systems aligned to make the work easier? Align the Six Rights—the core systems needed to drive your strategy—by asking if you have:

- The right **people** doing the right work.
- The right **structure** of roles and responsibilities.
- The right **rewards** in compensation and recognition.
- The right **resources** of tools, budget, and time.
- The right **decisions** being made by the people closest to the work.
- The right **processes** aligned to support the strategy.



# 2. Implement the 4 Disciplines as a team operating system.

## Discipline 1: Focus on the Wildly Important

Choose one Wildly Important Goal® (WIG®) with your team—something specific that is very important to your strategy and addresses a large existing performance gap.

## Discipline 2: Act on the Lead Measures

With your team, determine one or two lead measures—high-leverage behaviors or activities your team can implement to achieve WIG success.

## Discipline 3: Keep a Compelling Scoreboard

A scoreboard ensures the team knows if they are winning. Create a compelling scoreboard that clearly tracks the lead measures and displays WIG progress.

## Discipline 4: Create a Cadence of Accountability

Hold weekly WIG Sessions to report on prior commitments, review the scoreboard, and make new commitments to move the score forward. It is critical that team members, not the leader, generate their own commitments.

---

The 4DX framework allows your team to achieve goals and win, even while maintaining day-to-day operations. This is why it is critical to work on just one WIG at a time.