

# THE 4 DISCIPLINES OF EXECUTION®

## DISCIPLINE 1

2

### FOCUS ON THE WILDLY IMPORTANT

Discipline 1 is the discipline of focus. It's about putting your finest efforts on the one or two goals that will make all the difference.

NUMBER OF GOALS	2-3	4-10	11-20
GOALS ACHIEVED WITH EXCELLENCE	2-3	1-2	0

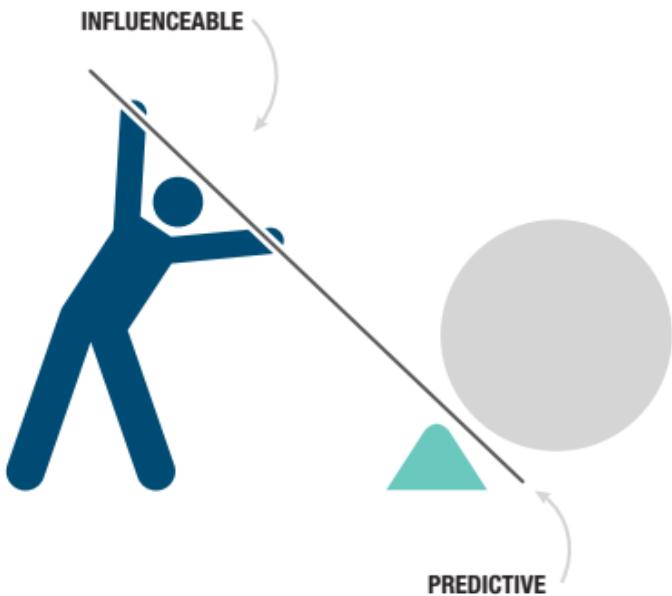
# RULES FOR DISCIPLINE 1

- Choose a WIG that represents the most critical gap.
- The WIG should represent only one aspect of our team's work.
- Only one WIG per person at the same time.
- Create a clear starting line, finish line, and deadline ("From X to Y by When").

## DISCIPLINE 2

## ACT ON THE LEAD MEASURES

Discipline 2 is the discipline of leverage. It's about applying disproportionate energy to the behaviors and activities that lead to, or predict, achieving your WIG.



LEAD MEASURES = LEVERAGE

# LEAD-MEASURE CHECK

1. Is it predictive of WIG success?
2. Can it be influenced by the team?
3. Is it a chronically inconsistent behavior or activity?

LAG MEASURES	LEAD MEASURES
<ul style="list-style-type: none"><li>• Come after the fact.</li><li>• Tell us if we have achieved the goal.</li></ul>	<ul style="list-style-type: none"><li>• Are predictive.</li><li>• Are influenceable.</li><li>• Can be difficult to measure.</li></ul>

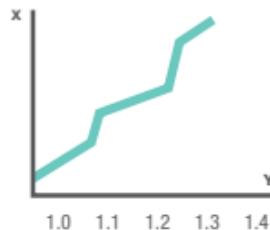
## DISCIPLINE 3

## KEEP A COMPELLING SCOREBOARD

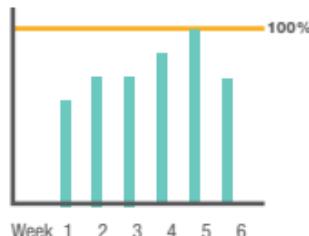
Discipline 3 is the discipline of measurement. A scoreboard ensures that everyone knows whether or not they are winning. Compelling scoreboards track both the WIG (lag) and lead measures.

**WIG (LAG MEASURE)**

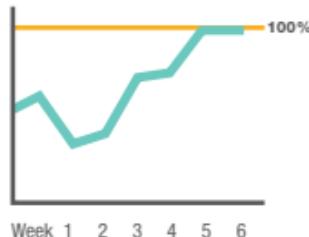
New client sales: \$1M to \$1.4M by Dec 31.

**LEAD MEASURE**

10 F2F client mtgs/wk.

**LEAD MEASURE**

Submit 3 proposals/wk.



# COMPELLING SCOREBOARDS

- Are simple.
- Are highly visible to the players.
- Have the right lead and lag measures.
- Tell us immediately if we are winning or losing.

Create a **players'** scoreboard,  
not a coach's scoreboard.

## DISCIPLINE 4

## CREATE A CADENCE OF ACCOUNTABILITY

Discipline 4 is the discipline of accountability. It requires a weekly recurring cycle of accounting for past performance and planning to move the score forward.



# WIG SESSION GUIDELINES

## FOR TEAM MEMBERS

- Report on last week's commitments.
- Review and update the scoreboard.
- Make commitments for next week.

## FOR LEADERS

- Review the scoreboard.
- Clear the path.
- Recognize performance.