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TODAY'S TOPICS

The 4 Disciplines of Execution

Q&A

THE 4 DISCIPLINES OF EXECUTION



Execution is Hard

The Whirlwind



Urgent/Important

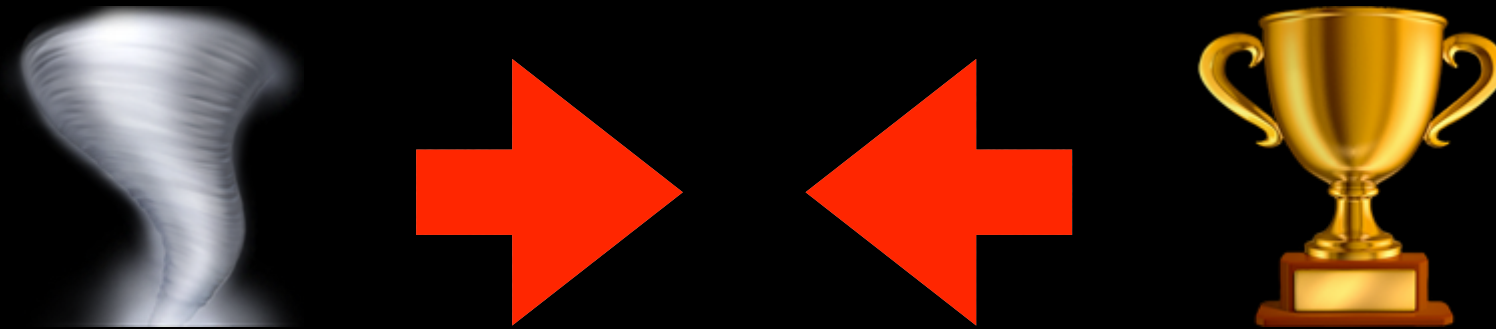
Our Goals



Non-Urgent/Important

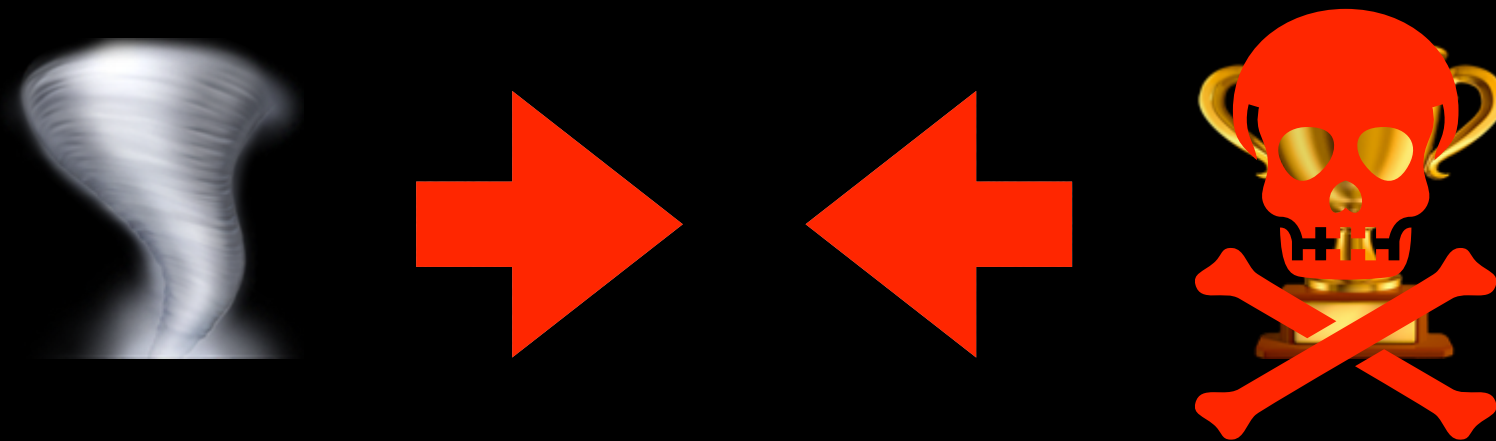
When Urgent & Non-Urgent collide...

The URGENT will always Win



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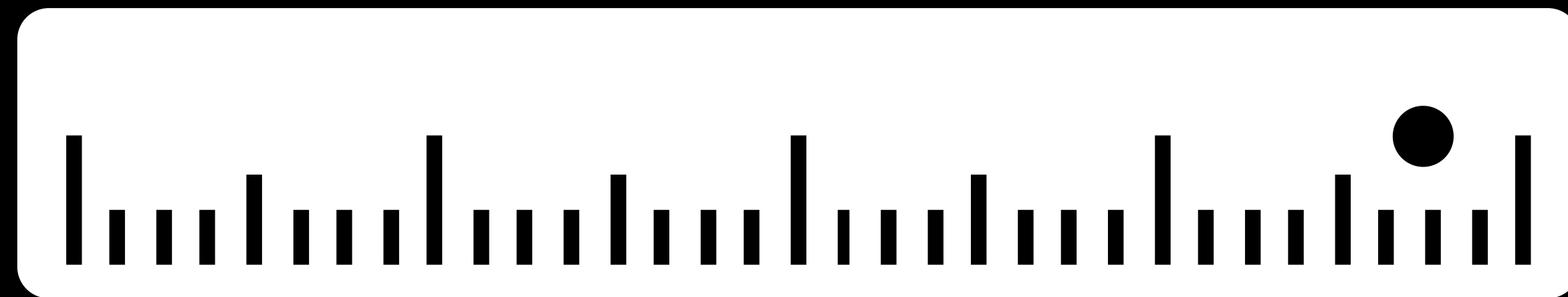
How do we Accomplish Our Goals?



Common 4DX Terminology

- The Whirlwind
- Lag Measure
- Lead Measure
- WIG (Wildly Important Goal)

Two Types of Measurement



Two Types of Measurement

Lag Measures: are measurements of data that have already happened.

Lead Measures: are high impact behaviors that will drive the success of the lag measure.

Lead Measures

Predictive of achieving the goal. If we do this thing, we know that we will see our lag measure move as a result.

Influenceable by the team. This behavior or action is something everyone on the team can control. It's something they can do.

The 4 Disciplines of Execution

1. Focus on the Wildly Important

“In virtually every instance, clarity about what is essential fuels us with the strength to say no to the nonessentials.”

— Greg McKeown

The 4 Disciplines of Execution

1. Focus on the Wildly Important

WIG Formula: From X to Y by when.

Goals cannot sound noble but vague. Targets cannot be so blurry they can't be hit. Your direction has to be so vivid that if you randomly woke one of your employees in the middle of the night and asked him, "Where are we going?" he could still answer in a half-asleep stupor.

The 4 Disciplines of Execution

1. Focus on the Wildly Important
- 2. Act on the Lead Measures**



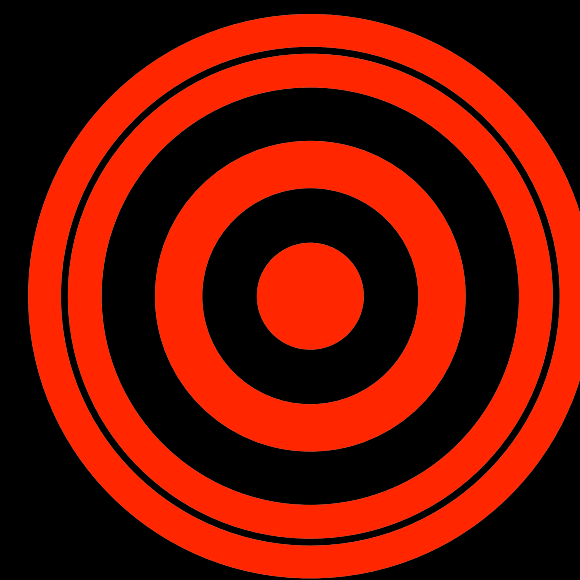
The 4 Disciplines of Execution

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The 4 Disciplines of Execution

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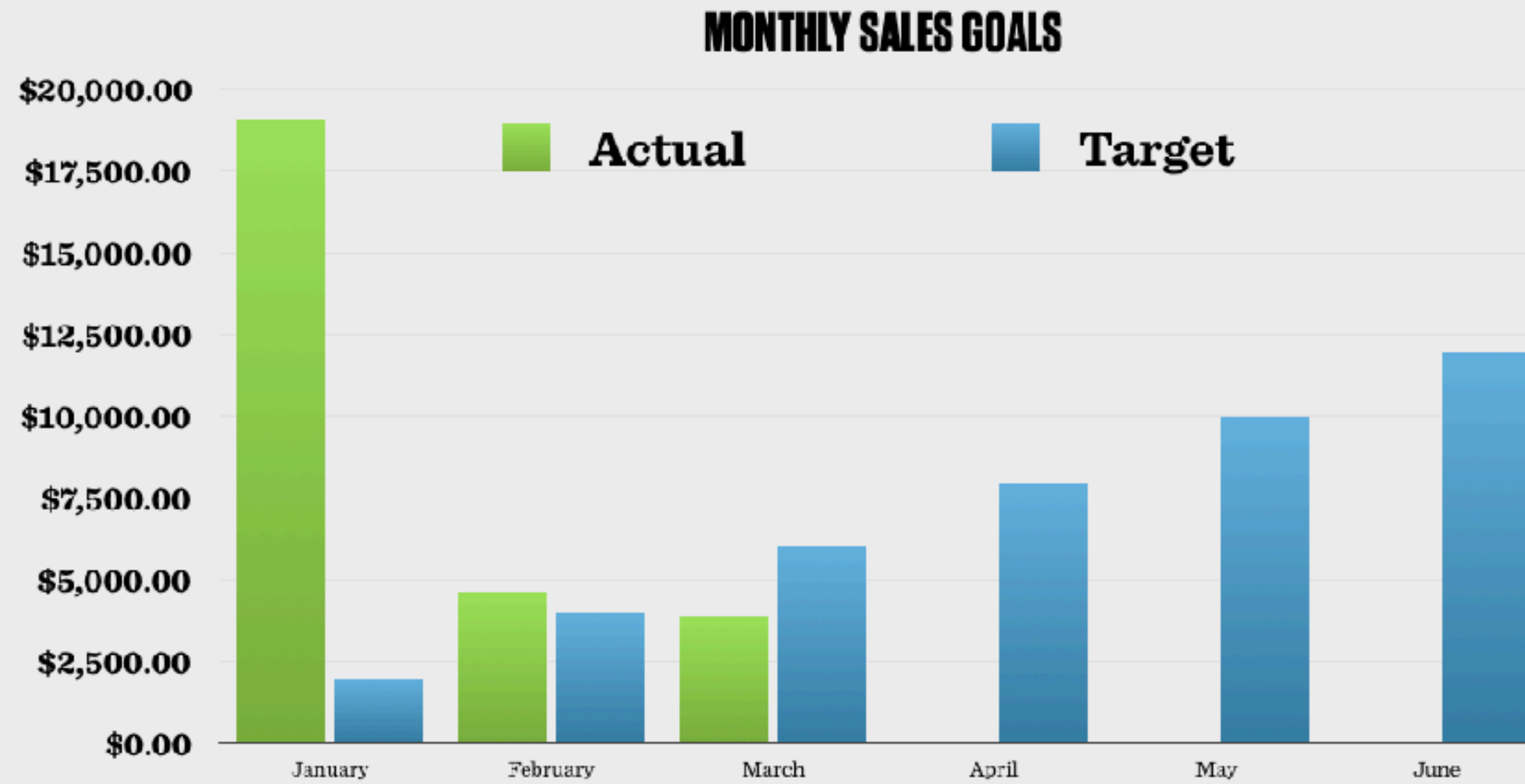
If you're serious about your WIG, then you must create a way to track your lead measures. Without data, you can't drive performance on the lead measures; without lead measures, you don't have leverage.

Coming up with the right lead measures is really about helping everyone see themselves as strategic business partners and engaging them in dialogue about what can be done better or differently in order to achieve the WIGs.

The 4 Disciplines of Execution

1. Focus on the Wildly Important
2. Act on the Lead Measures
- 3. Keep a Compelling Scoreboard**

The third discipline is to make sure everyone knows the score at all times, so that they can tell whether or not they are winning.



WEEK 11 PRODUCT SALES

\$1,249.00

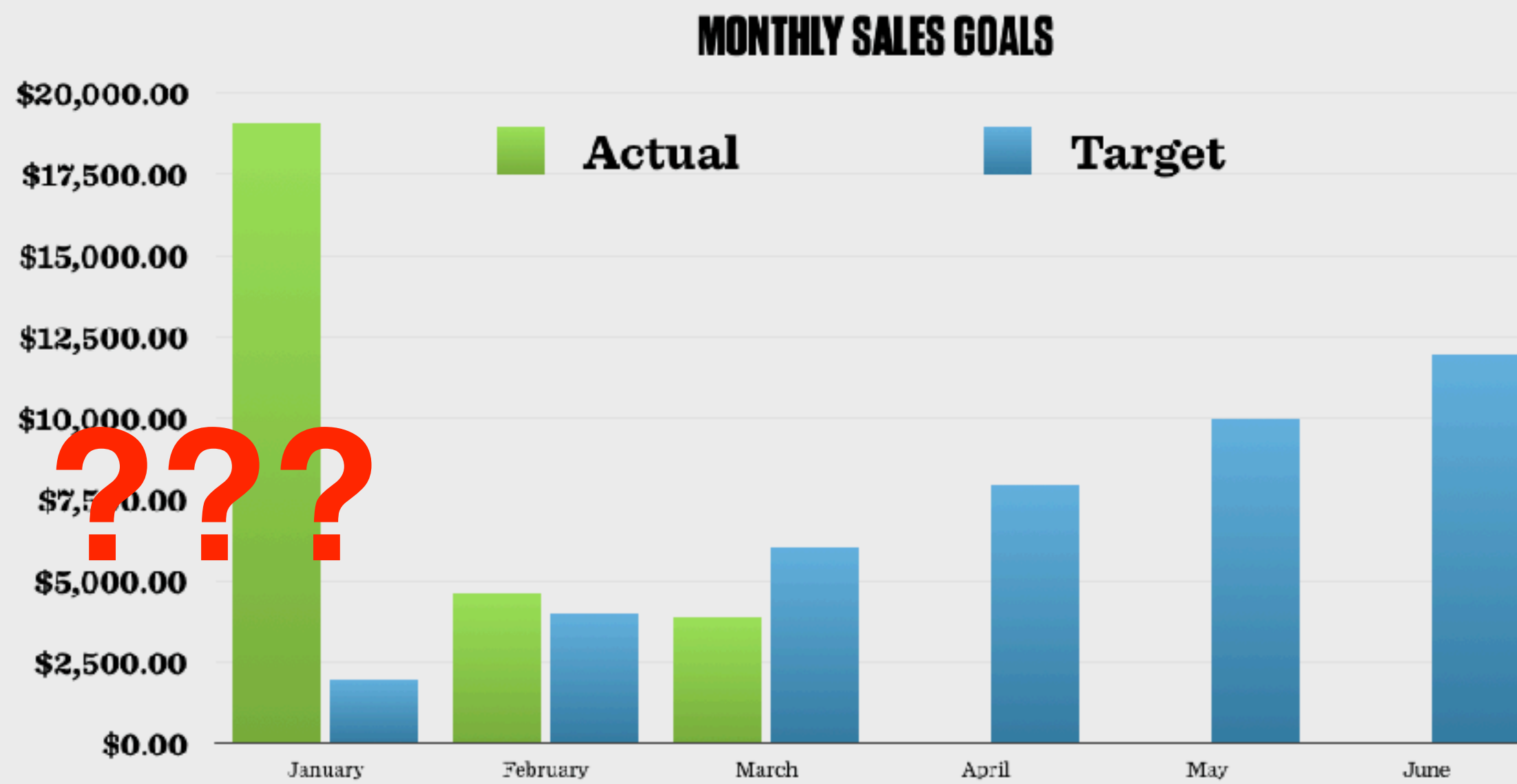
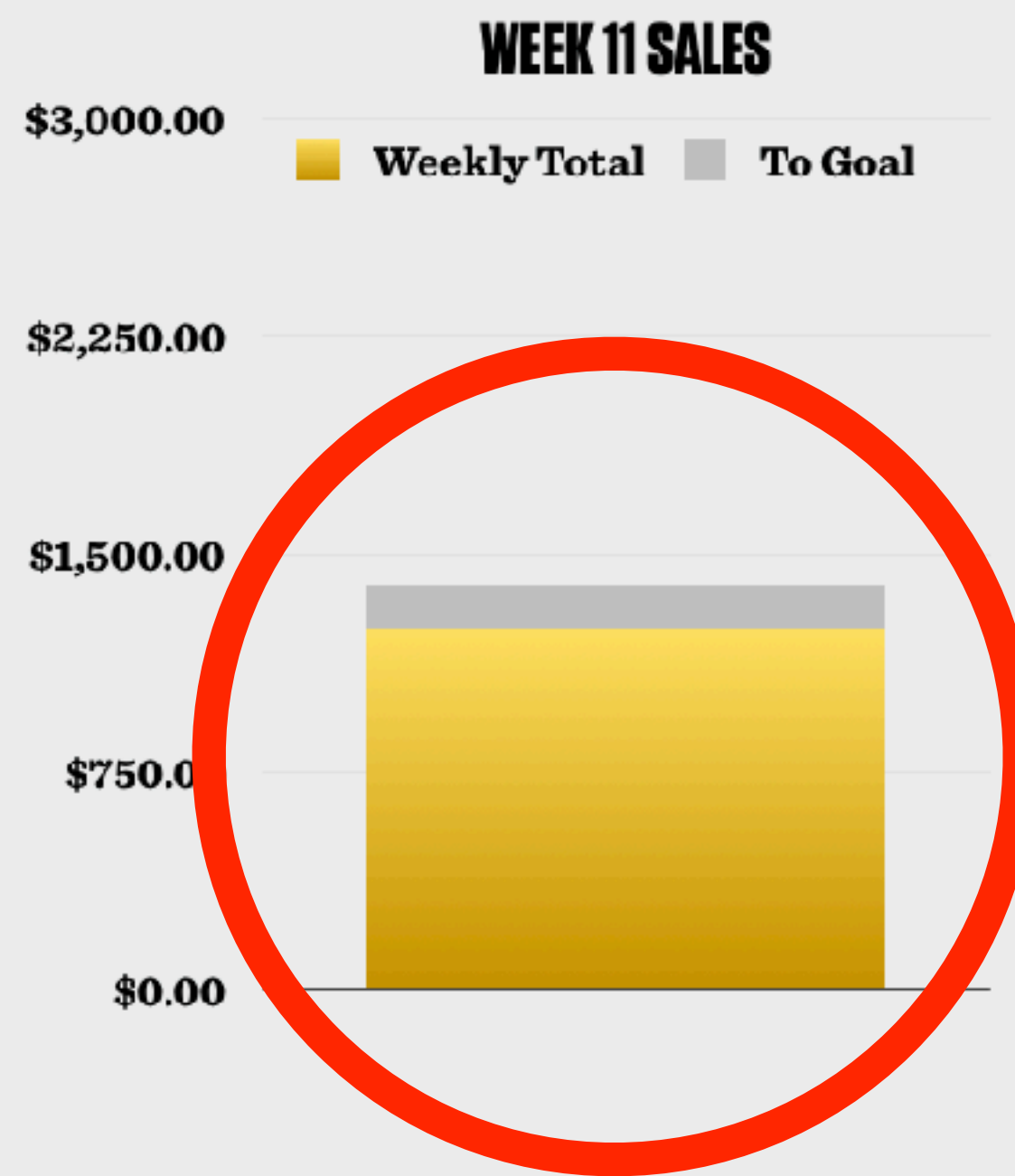
WEEK 11 DAILY AVERAGE

\$178.40

MARCH DAILY GOAL

\$200.00

WIG: Grow product sales to **\$400/day**
or **\$2,800/week** by June 30, 2017

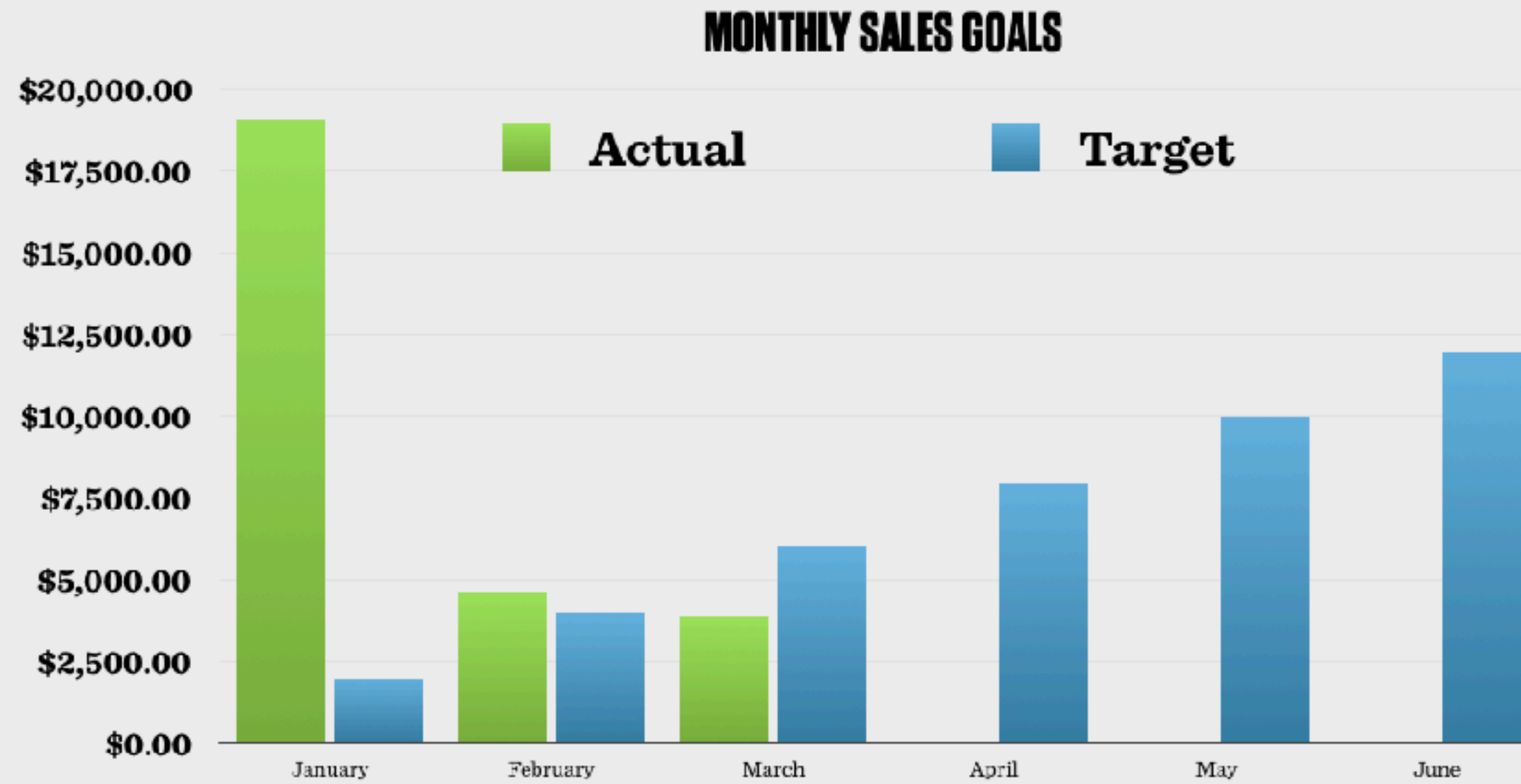


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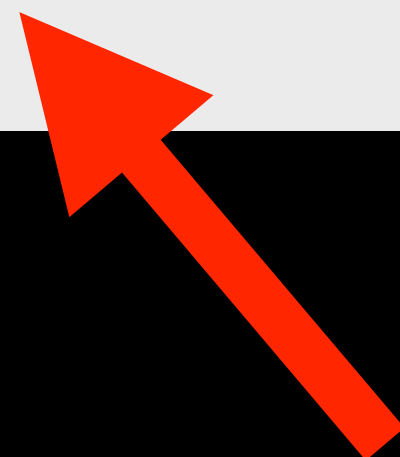


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???



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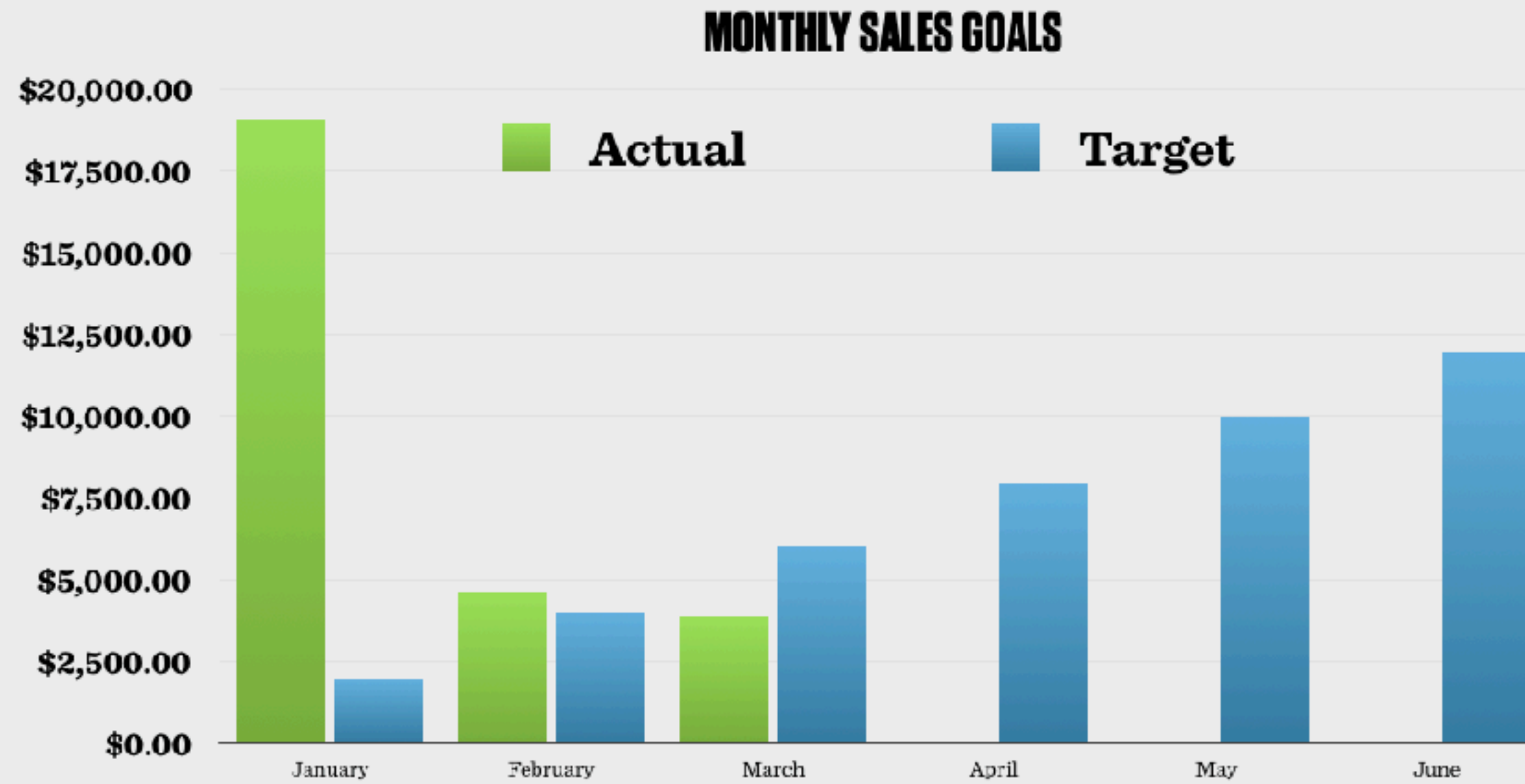
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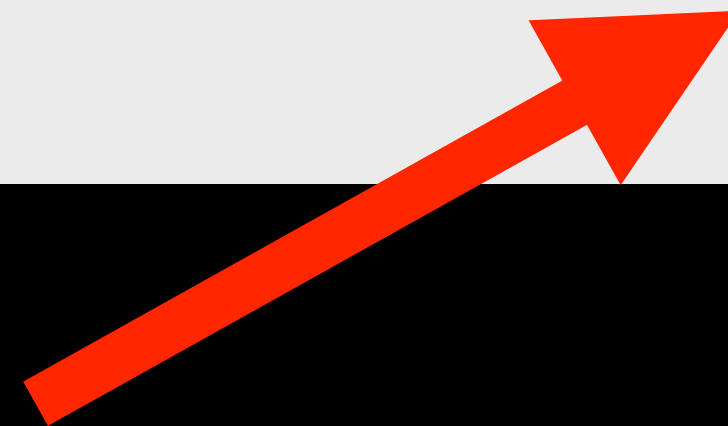


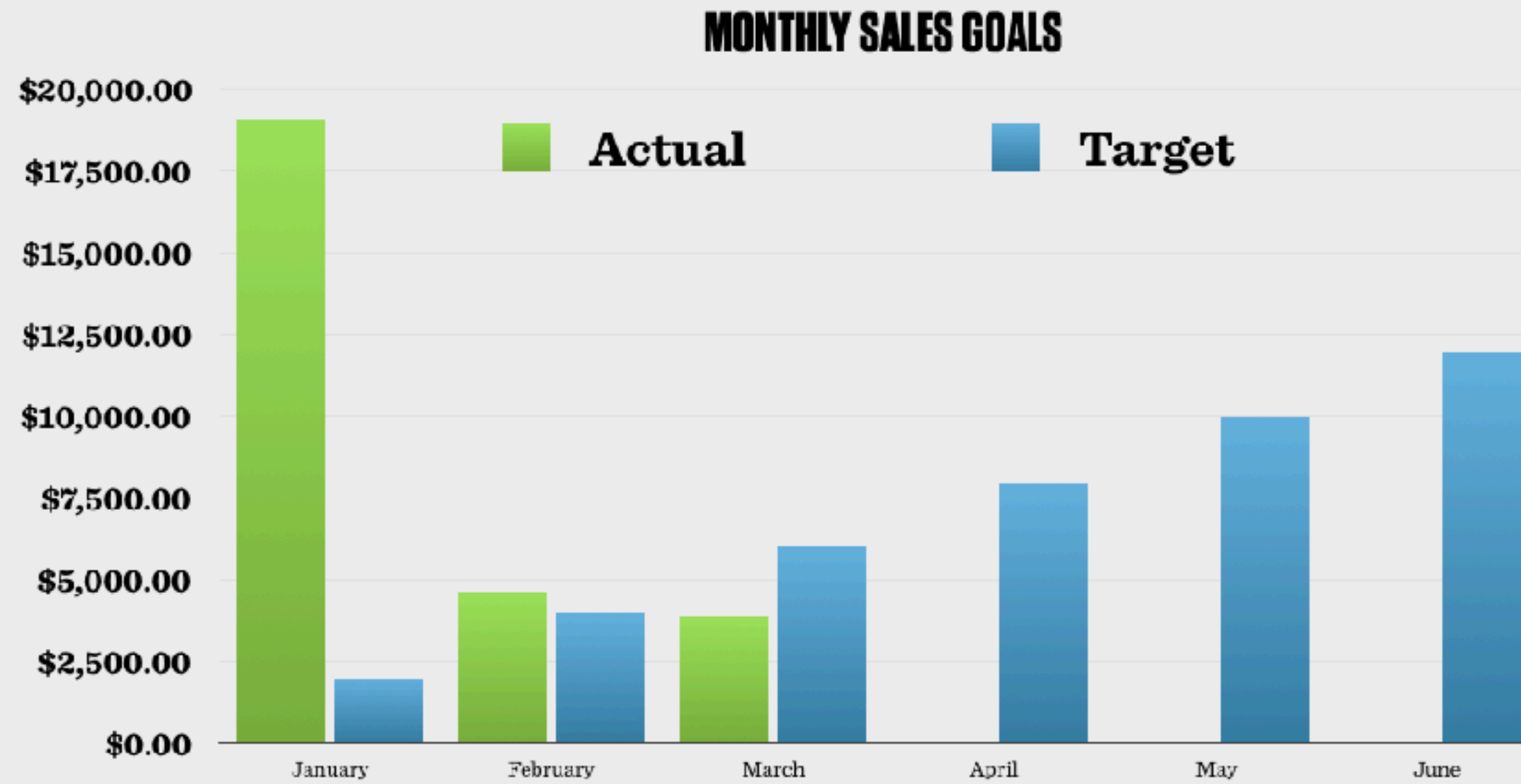
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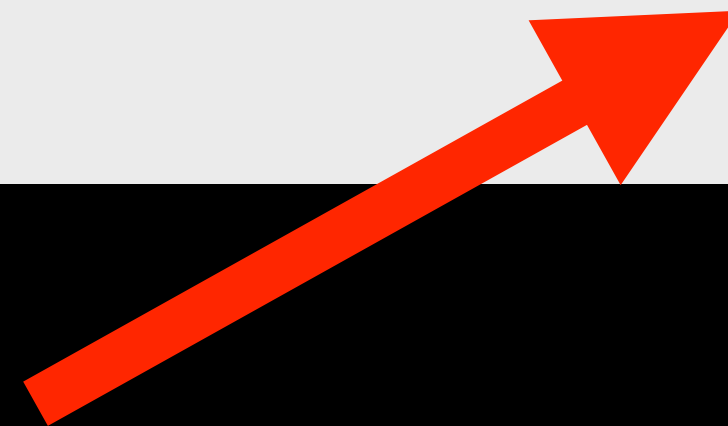


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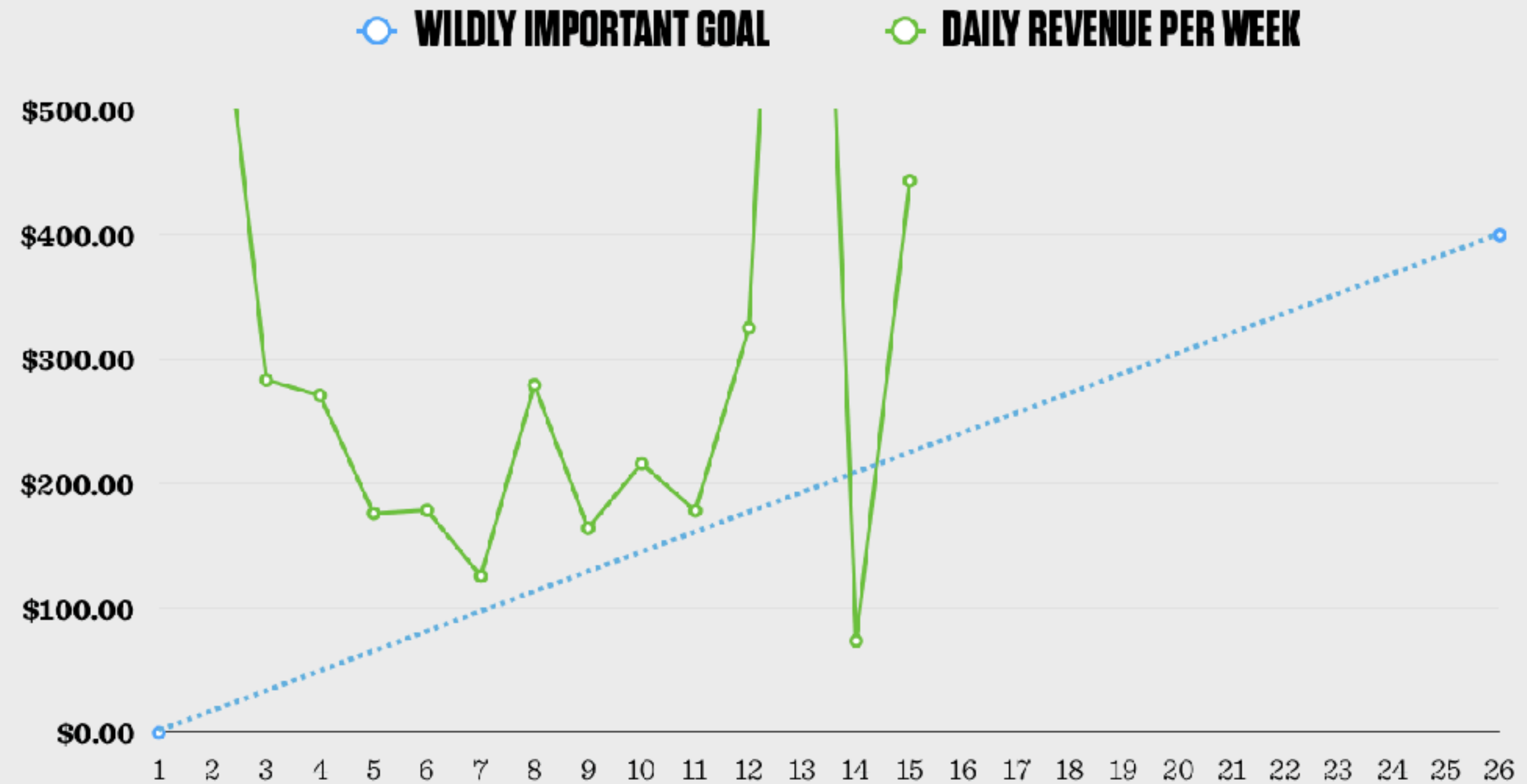
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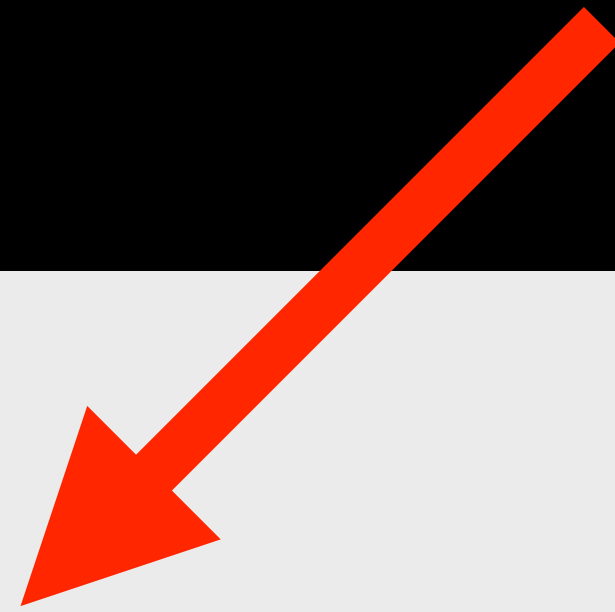
WEEK 15 PRODUCT SALES

\$3,105.13

WEEK 15 DAILY SALES

\$443.59





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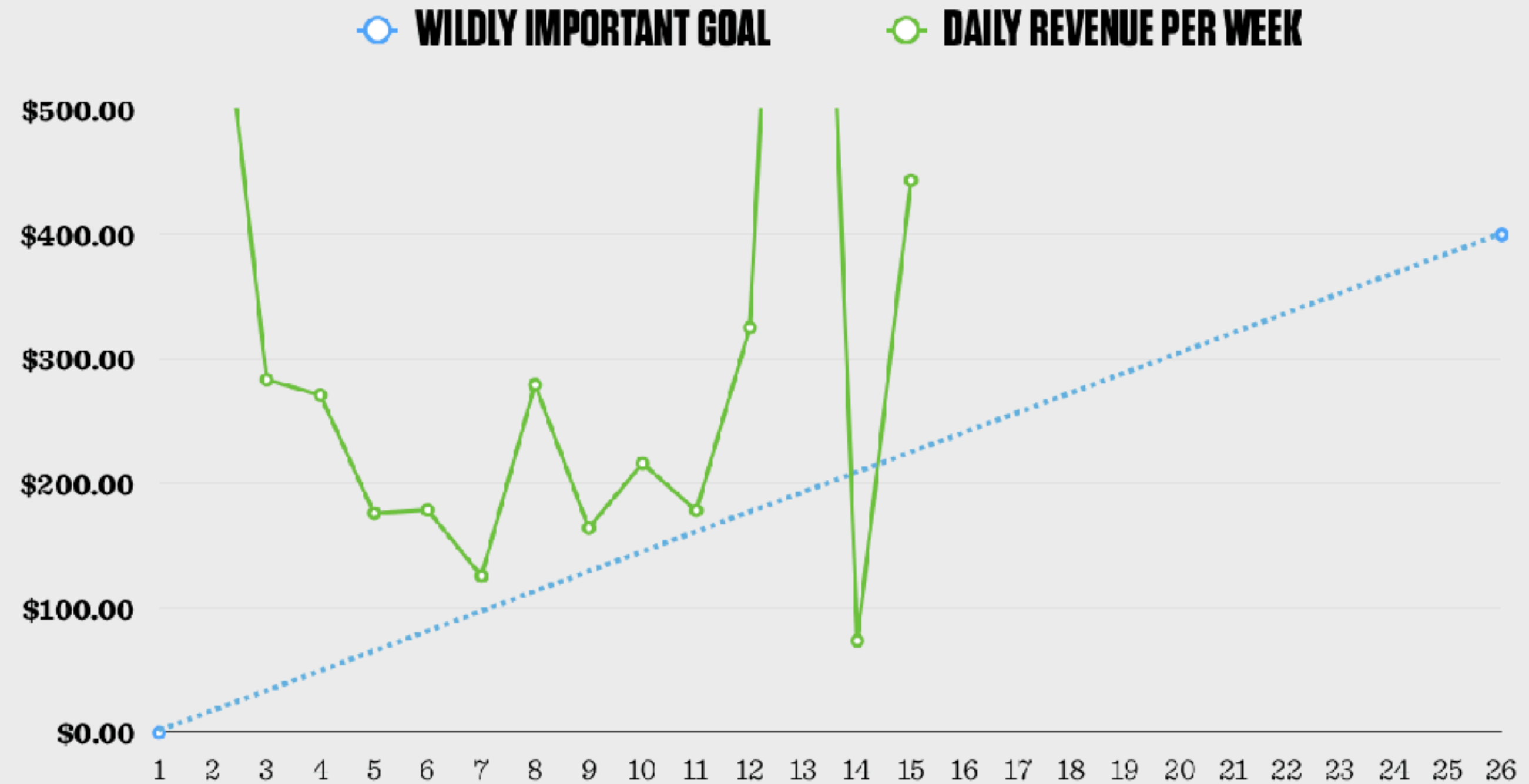
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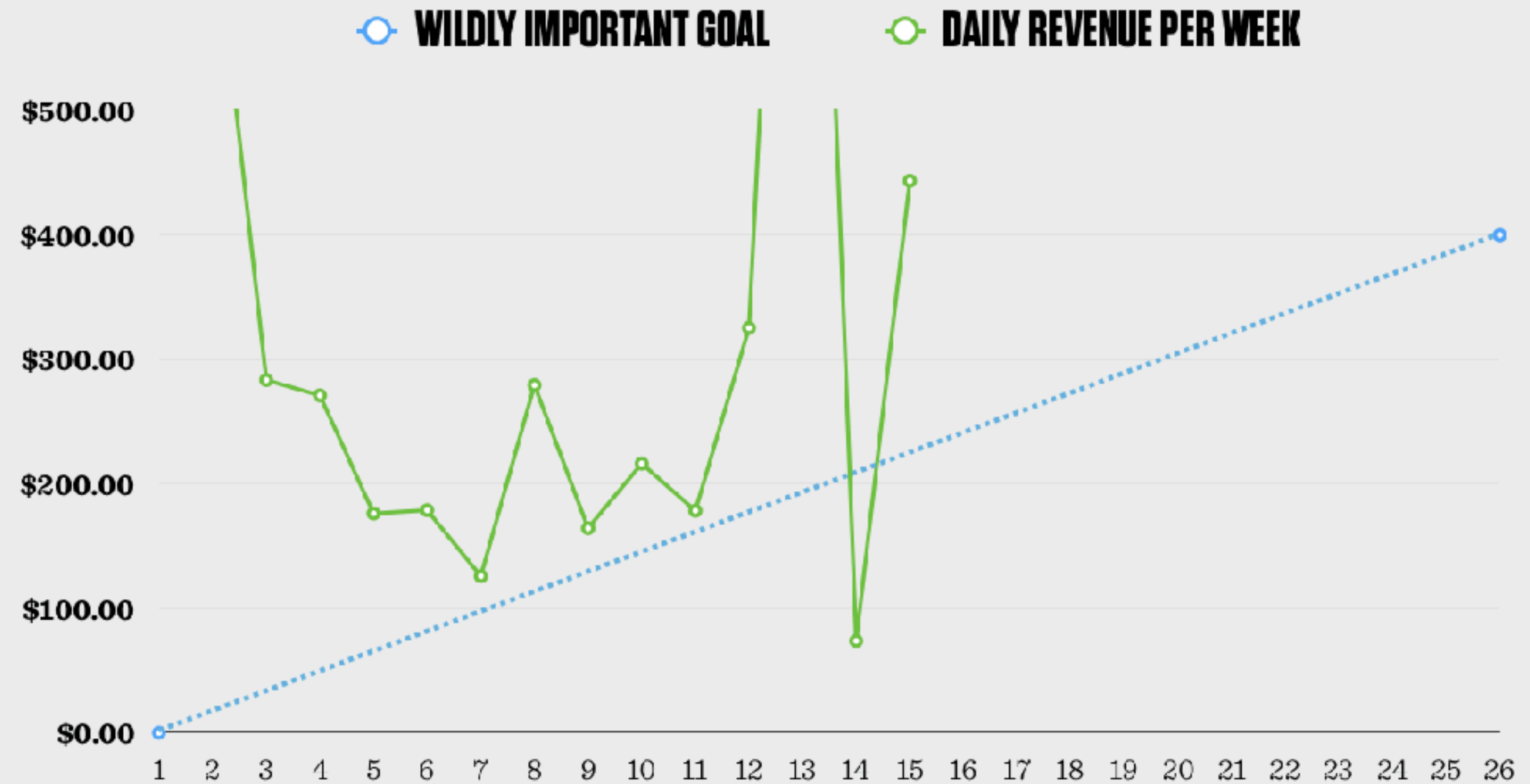
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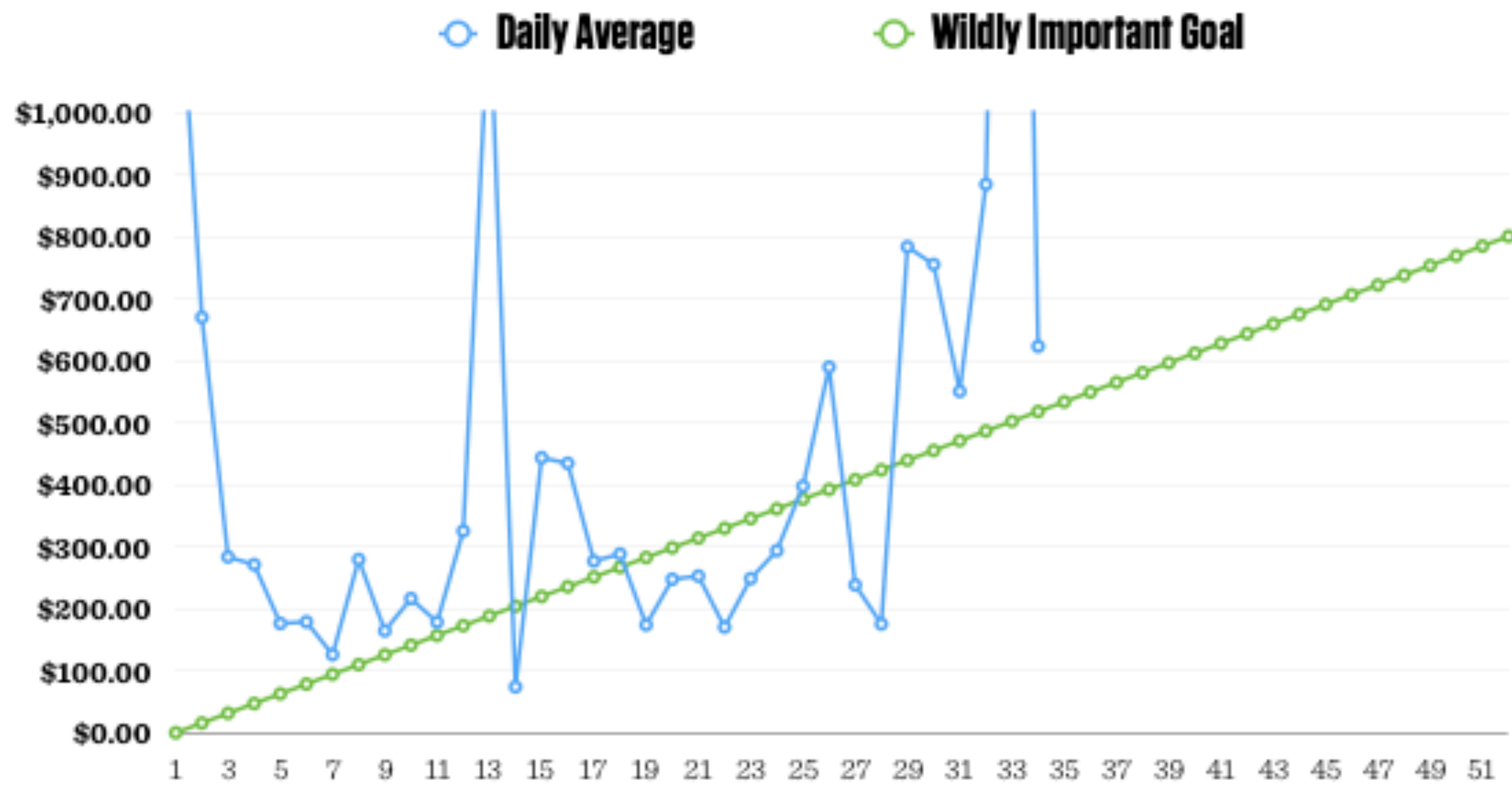
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WEEK 34 TOTAL REVENUE

\$4,362.97

WEEK 34 DAILY REVENUE

\$623.28



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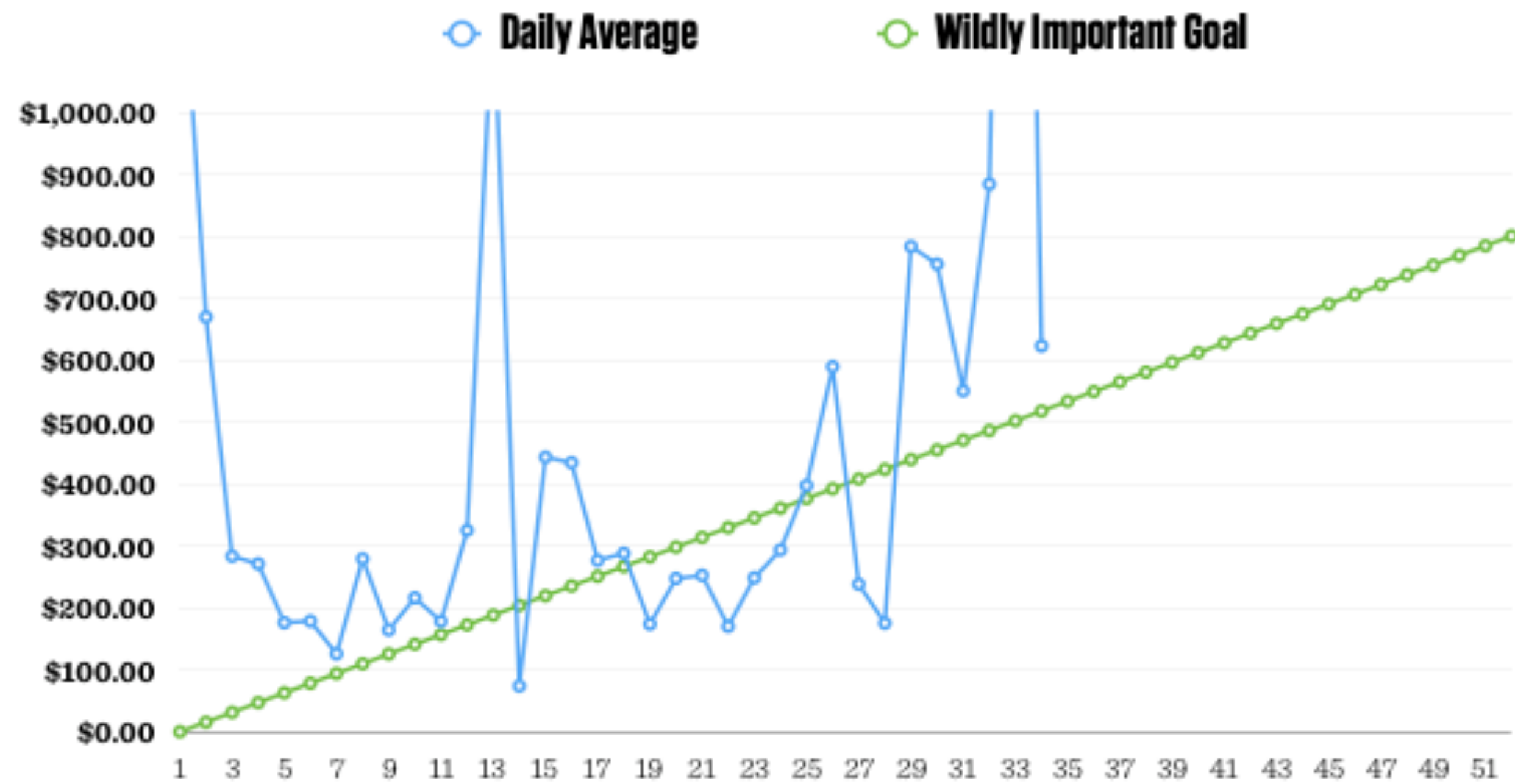
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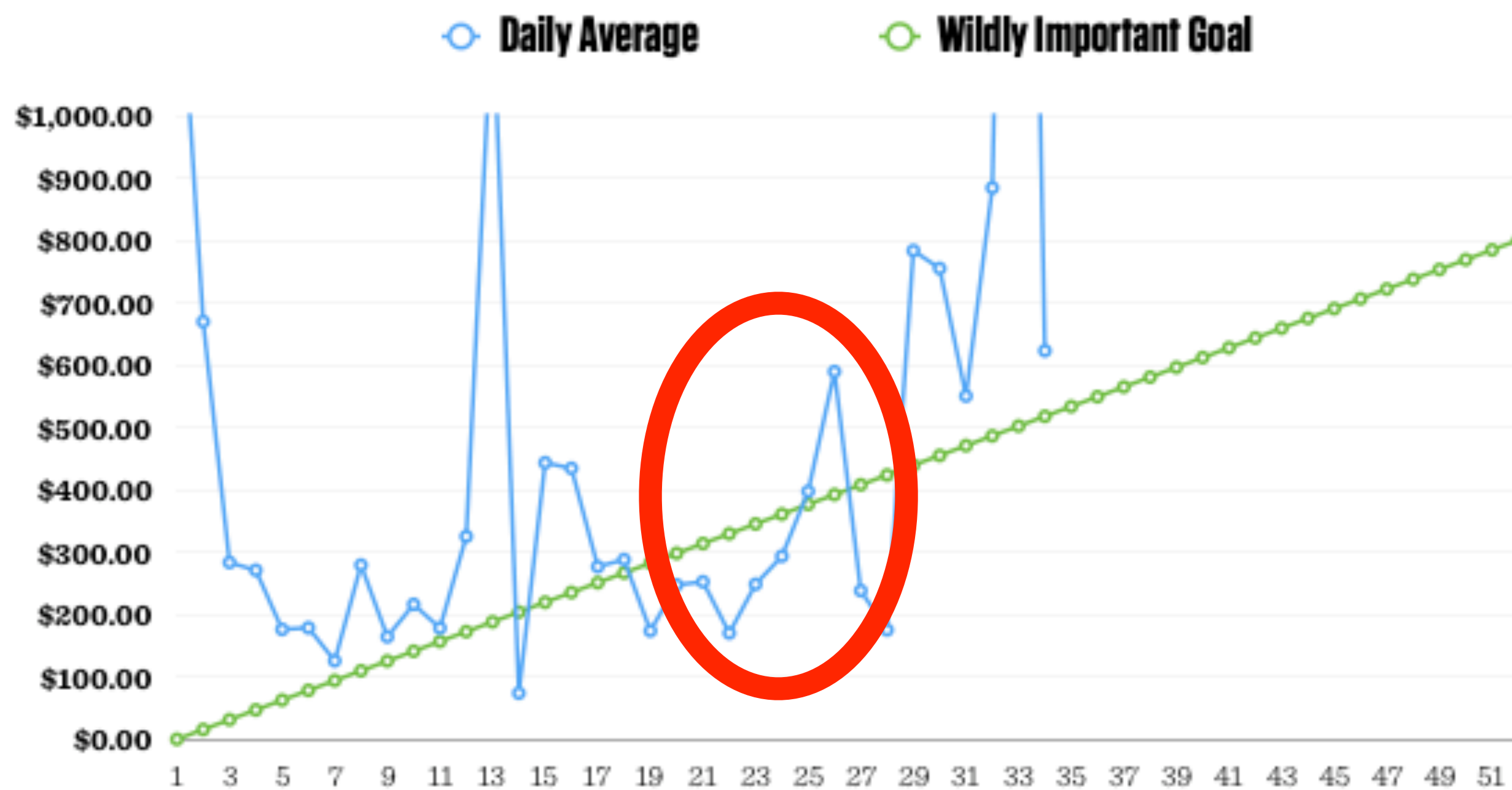
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The 4 Disciplines of Execution

1. Focus on the Wildly Important
2. Act on the Lead Measures
3. Keep a Compelling Scoreboard
4. **Create a Cadence of Accountability**

Most would agree nothing great is achieved without hard work. However, I would argue nothing great is ever achieved without accountability.

4. Create a Cadence of Accountability

- Weekly 30 WIG Session
- Same Time Every Week
- Set Agenda



4. Create a Cadence of Accountability

- Weekly 30 WIG Session
- Same Time Every Week
- Set Agenda
- This will be the single most productive meeting on your your calendar

The 4 Disciplines of Execution

1. FOCUS

2. LEVERAGE

3. ENGAGEMENT

4. ACCOUNTABILITY

Q & A

MATTHEW

I've had a rough year from a mental health perspective...

How should someone work towards attaining better focus while battling an opponent that's constantly trying to hit you from the side?

JUSTIN

I've never used Medium and am interested in getting started by putting some writing on Medium.

What are your thoughts on Medium's role in audience building? Do you have any tips on ways to leverage Medium?

JUSTIN

There are times when I feel overwhelmed with too many tasks: things I want to do, things I should do, and things I need to do.

Even though I have those tasks listed and captured in my own task management system, sometimes I still feel overwhelmed. Do you have any advice or strategies for dealing with this situation?

