

4DX

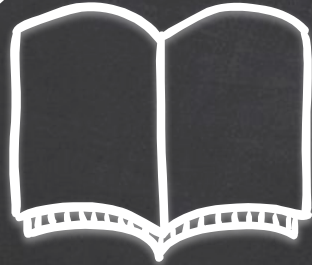
4 DISCIPLINES OF
EXECUTION

TOMEK KACZANOWSKI
2019 MAY



4 DISCIPLINES OF EXECUTION

THEORY



4DX BOOK
STEPHEN
R. COVEY

PRACTICE





YOUR GREATEST
DANGER...
IS LETTING THE URGENT
THINGS CROWD OUT THE
IMPORTANT

CHARLES E. HUMMEL



WE DON'T HAVE DRAGONS
SWOOPING DOWN AND KNOCKING
US OFF OUR PRIORITIES. WHAT
WE HAVE ARE GNATS. EVERY
DAY WE HAVE GNATS GETTING IN
OUR EYES, AND WHEN WE LOOK
BACK OVER THE LAST SIX
MONTHS, WE HAVEN'T
ACCOMPLISHED ANY OF THE
THINGS WE SAID WE WERE GOING
TO.

THE WHIRLWIND

(THE FIGHT YOU CAN'T WIN)



VS. MORALE



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1. FOCUS ON THE WILDLY
IMPORTANT GOAL (WIG)



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2. ACT ON LEAD MEASURES



4DX 2. ACT ON LEAD MEASURES

LAG

- EASY TO GET
- WHEN KNOWN, IT IS ALREADY TOO LATE



LEAD

- HARD TO GET!
- EVERYDAY EFFORT
- YOU CAN ACT ON THEM

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3. KEEP A COMPELLING SCOREBOARD



DO
WE
WIN?

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4. CREATE A CADENCE OF ACCOUNTABILITY





PRIDE



IDEAS



BOTTOMS-UP



OWNERSHIP



EXPERIMENT



4DX - THE REAL LIFE

0. TRUST

1. EXISTING DATA TRAP



2. WEAK GOALS

3. SCOREBOARD

4. STANDUP & RETRO

BETTER DONE
THAN PERFECT



QUICK
WIN!





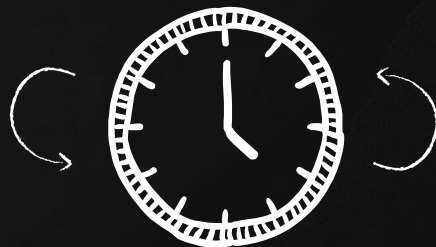
FOCUS ON WIG - STH BIG THAT
NEEDS TO GET DONE

ACT ON LEAD METRICS - THAT WILL
MOVE YOU TOWARDS ACHIEVING THE
GOAL. AND MEASURE THE PROGRESS...



...SO YOU **VISUALIZE IT ON SCOREBOARD**
AND YOU KNOW ALL THE TIME WHETHER
YOU WIN OR LOSE.

SET CADENCE. CHECK HOW
ARE YOU DOING REGULARLY.





THANK YOU!

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