

[PDF] The 4 Disciplines Of Execution: Achieving Your Wildly Important Goals

Sean Covey, Chris McChesney, Jim Huling - pdf download
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Description:

Review “*The 4 Disciplines of Execution* offers more than theories for making strategic organizational change. The authors explain not only the ‘what’ but also ‘how’ effective execution is achieved. They share numerous examples of companies that have done just that, not once, but over and over again. This is a book that every leader should read!”

—Clayton Christensen, Professor, Harvard Business School, and author of *The Innovator’s Dilemma*

“What Six Sigma and Lean are to manufacturing, *The 4 Disciplines of Execution* is to executing your strategy. 4DX is a practical methodology that can solve every leader’s #1 challenge: execution.”
(Ram Charan *Co-Author of the Best Selling Execution: The Discipline of Getting Things Done and the au*)

“Many of the foundational values of Marriott are embodied within *The 4 Disciplines of Execution*. By utilizing this process inside our organization, our leaders and teams have been able to set and achieve extraordinary goals, which have had a significant impact on making 'Our Guests' Experience' truly remarkable. Any organization can create these same kinds of breakthrough results if they apply the principles and processes taught in this book!”
(J.W. Marriott, Jr *Chairman and Chief Executive Officer, Marriott International, Inc.*)

“The State of Georgia had unprecedented success as a result of implementing the principles outlined in *The 4 Disciplines of Execution*. We certified hundreds of leaders to take the disciplines to every department, achieving unprecedented results in customer service, quality improvement, and cost reduction. These execution principles are a must for any government agency that is seeking to be world class.”
(The Honorable Sonny Perdue *Governor of Georgia, 2003-2011*)

“Customers are loyal to a brand when they can trust it to deliver a consistently outstanding experience. This requires the commitment of everyone up and down the organization to innovate new ways to economically delight customers, so they become promoters. *The 4 Disciplines of Execution* offers a proven process for engaging the hearts and minds of every employee toward this vital goal. I highly recommend this book to any leader committed to making customer loyalty a mission-critical goal.”
(Fred Reichheld *Bain Fellow, Inventor of the Net Promoter® System and author of: The Ultimate Question 2.0*)

“In a business world where the essence of leadership centers around strategy, this book highlights the true requirements of any organization to focus on the principles of execution. At The Ritz-Carlton, I believe the only way to strengthen operational excellence is through flawless execution. The application of Focus, Leverage, Engagement and Accountability, as discussed in *The 4 Disciplines of Execution*, are key to our success and make exceptional reading for today's business leaders.”
(Herve Humler *President and Chief Operations Officer, The Ritz-Carlton Hotel Company*)

“*The 4 Disciplines of Execution* book contains principles and processes that do indeed work. I do believe that 'execution excellence' is the ultimate competitive differential of this decade. As we have partnered with FranklinCovey to apply the methodology and process globally throughout our organization, it has not only had a significant impact on our organization’s business results, but it has been transformational for me as a leader, both personally and professionally.”
(Jeff Simmons *President, Elanco Animal Health, Eli Lilly and Company*)

“We believe that *The 4 Disciplines of Execution* are the keys to growth and success. For years we have struggled with creating focus for our people. We have used priority sheets, standards of performance measures, and others. We have fallen in love with the concepts of “whirlwinds and WIG!” When you read this book you will never look at work, or life, the same!”
(Danny Wegman *Chief Executive Officer, Wegmans Food Markets, Inc., #1 on Fortune magazine's 2005 list*)

“*The 4 Disciplines'* practical guidance on goal-setting and measurement resonates with groups of all

levels in our organization. Many teams have applied this intuitive approach to build engagement and increase execution and accountability.”

(Dave Dillon *Chairman and Chief Executive Officer, The Kroger Co.*)

“*The 4 Disciplines of Execution* helps leaders, teams, and front line employees to narrow their focus and spend their time executing those things that will bring the highest return for their organization and customers. This book is a must read for any leader who wants to achieve that which is extraordinary in their company!”

(Diana Thomas *US Vice President of Training and Learning Development, Hamburger University, McDonalds Corporation*)

About the Author Chris McChesney is the Global Practice Leader of Execution for FranklinCovey and one of the primary developers of The 4 Disciplines of Execution. For more than a decade, he has led FranklinCovey's ongoing design and development of these principles, as well as the consulting organization that has achieved extraordinary growth in many countries around the globe and impacted hundreds of organizations.

Sean Covey is Executive Vice President of Global Solutions and Partnerships for FranklinCovey and oversees FranklinCovey's international operations in 141 countries around the globe. As the Chief Product Architect for FranklinCovey, Sean organized and directed the original teams that conceived and created The 4 Disciplines of Execution and has been an avid practitioner and promoter of the methodology ever since.

Jim Huling is the Managing Consultant for FranklinCovey's The 4 Disciplines of Execution. Jim's career spans more than three decades of corporate leadership, from Fortune 500 organizations to privately held companies, including serving as CEO of a company recognized as one of the "25 Best Companies to Work for in America." Prior to joining FranklinCovey, Jim was one of the first leaders to adopt The 4 Disciplines of Execution.

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