

# Leadership Lab Podcast

Hosted by Dr. Patrick Leddin

## **EPISODE #4: ACHIEVING YOUR WILDLY IMPORTANT GOALS WITH CHRIS MCCHESNEY**

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## EPISODE #4 TAKEAWAYS

Chris McChesney, author of the #1 book in the world on executing strategy, joined Patrick in the leadership lab to discuss *The 4 Disciplines of Execution: Achieving Your Wildly Important Goals*. Here are a few key takeaways from the discussion:

- One of the most challenging tasks for a leader is to work with her/his team to accomplish a goal that requires a change in human behavior.
- It's very difficult to say 'no' to a good idea, but doing so is required to truly narrow your focus and achieve something that truly matters.
- A goal isn't a goal until it has a defined starting line, finishing line, and deadline.
- Accomplishing something big requires you to look past a goal itself and to define 2-3 key behaviors that are both predictive of accomplishing the goals and influenceable by the team.
- Openly scoreboarding progress causes the 'game on' switch to be thrown. This takes people from a 'we are practicing' mindset to the mentality that 'this is real'.
- It's critical for each team member to make a weekly commitment against the goal and report progress to team members.

# EXECUTION RESEARCH RESULTS

FranklinCovey's research shows that execution breaks down in four ways:

**1. Managers and work teams don't know the goal.**

Only 15 percent of employees actually know their organization's most important goals—either there are no goals or they have too many goals.

**2. Managers and teams don't know what to do to achieve the goal.**

Too many people don't know what critical activities provide the greatest leverage to achieving team goals.

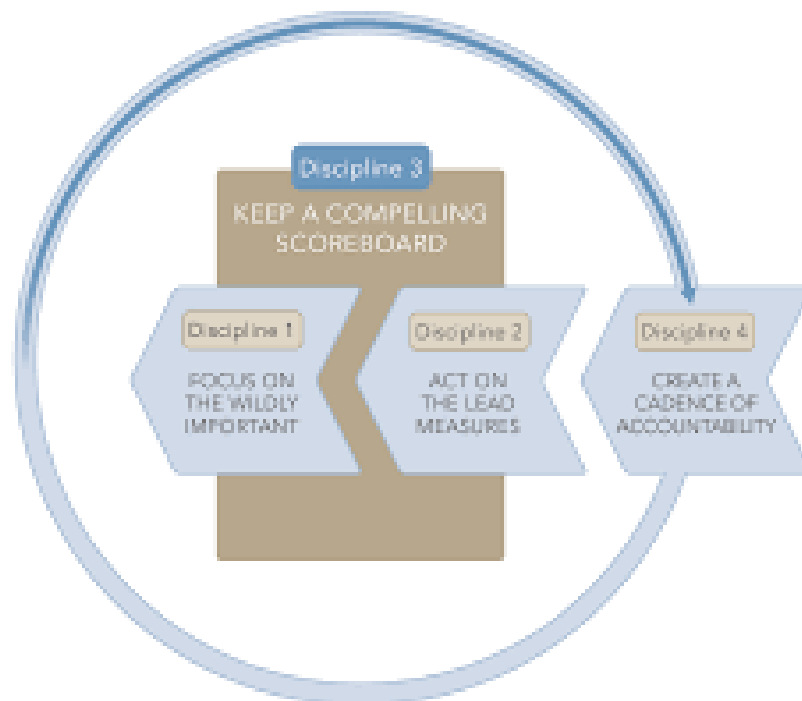
**3. They don't keep score.**

Most workers don't know what the key measures of success are, and they don't measure and track the specific behaviors that lead to goal accomplishment.

**4. They are not held accountable.**

Fewer than 10 percent of people meet with their manager at least monthly to discuss their progress on work goals.

## The 4 Disciplines of Execution



Learn more about the 4 Disciplines of Execution @ [www.FranklinCovey.com](http://www.FranklinCovey.com)

# APPLYING EPISODE #4 LESSONS

What are you and your teams 1-2 most important goals?

1.

2.

For each of your goals, what is the 1-2 things you and your team members can do consistently to have the biggest impact on each goal?

1.

2.

If you and your team members were to create a scoreboard to track your 1-2 goals:

- What would it look like?
- Where would you keep it?
- How would you use it?

It is important to meet every week to hold yourself and your team accountable.

- When and where will you meet each week?
- Who needs to attend?