Leadership Lab Podcast
Hosted by Dr. Patrick Leddin

EPISODE #4: ACHIEVING YOUR WILDLY IMPORTANT GOALS WITH CHRIS MCCCHESNEY

APPLICATION TOOL
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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 the 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
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?