



# The 4 Disciplines of Execution<sup>®</sup>



ACHIEVING ORGANIZATIONAL GREATNESS THROUGH FOCUSED EXECUTION.

## MY4DX.COM: THE TECHNOLOGY INTERFACE FOR THE 4 DISCIPLINES OF EXECUTION



My4DX.com is a web-based software interface designed to run *The 4 Disciplines of Execution*.

### OUTCOMES

#### FranklinCovey's My4DX.com:

1. Establishes the technology interface for the 4DX process.
2. Improves process adherence.
3. Provides simple and easy maintenance of 4DX.
4. Creates visibility of team and organizational WIGs, lead measures, and goals.
5. Produces more effective WIG sessions and allows for remote users.
6. Increases personal accountability and engagement.

### Do your employees understand their own priorities and how they align with your team goals?

Executing strategic goals is the greatest challenge in business today. Aligning the organization with your most important objectives is a never-ending battle. In addition, keeping people engaged and focused on the top goals is critical. Imagine an organization where all employees are totally focused on the most important priorities and committed to achieving the Wildly Important Goals.

### 1. Simplifies the WIG session.

The best way to create an engaging WIG session is to have visibility on the scoreboard and connection to the weekly activities. Whether the team is all together or spread out all over the world, My4DX.com allows you to bring the team together on one application. During the WIG session, My4DX.com allows each team member to be able to see the prior week's commitments for all other team members. The WIG session is the process for driving *The 4 Disciplines* work, and My4DX.com makes the WIG session work!



### 2. Creates organizational visibility and accountability.

As a leader, you have a simple way of being able to see your results in real time. You can easily see all the cause-and-effect relationships anywhere in your organization. You can see the status of the high-level WIGs down to the front-line team WIGs. You can also see the lag and lead measures in a quick, easy-to-understand form.

My4DX.com allows you to know where you are winning and where you are losing.

### 3. Sustains *The 4 Disciplines*.

My4DX.com is an operating system for driving your most important goals. My4DX.com allows you to easily isolate the key variables in the execution process that are off-track, so you can coach team members on closing the key gaps.

Through *Manager Certification* your leaders are able to drive results by applying *The 4 Disciplines* with their teams. My4DX.com ensures that they will be able to maintain this discipline over time. It provides a simple way to run the process and reload again for new goals and new measures.



## Give your workforce the knowledge and tools they need to execute on your top priorities.

For more information about FranklinCovey's My4DX.com, contact your client partner or call 1-888-705-1776 to be put in touch with someone in your local area who can answer any questions.