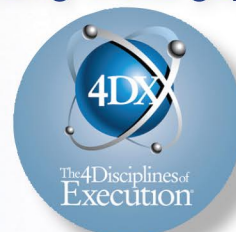


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**Class taught by Winthrop Jeanfreau, MBA, Director of the Utah Valley University Small Business Development Center.** Mr. Jeanreau has spent three decades in entrepreneurial pursuits. A founder of eight successful companies, he has developed a keen insight into what is

required for a company to flourish.

Winthrop earned his BS from the University of Utah, with an emphasis in Business Management – he also holds an MBA from the University of Oregon. He is a lecturer at business management conferences, and guest lecturer at the UVU Woodbury School of Management.

**Date:** NOV 19-20, 2014

**Time:** 8:00AM-5:00PM

**Location:** Bridgerland Applied Technology College  
1301 North 600 West  
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**For more Info and to Register:**

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# THE 4 DISCIPLINES OF EXECUTION

The 4 Disciplines of Execution (4DX) is a simple, repeatable, and proven formula for executing on your most important strategic priorities in the midst of the whirlwind. By following the 4 Disciplines -- focusing on the wildly important, acting on lead measures, keeping a compelling scoreboard, and creating a cadence of accountability -- leaders can produce breakthrough results. 4DX is not theory. It is a proven set of practices that have been tested and refined by hundreds of organizations and thousands of teams over many years.

What you will learn:

- What the 4 Disciplines of Execution are and why they work.
- How to execute your strategic priorities and get results.
- How to effect change in human behavior to achieve your goals.
- How to install the 4DX in your team and organization.

## Discipline #1: Focus on the Wildly Important

Focus your finest effort on one or two goals that will make all the difference, instead of giving mediocre effort to dozens of goals. Execution starts with focus. Without it, the other three disciplines won't be able to help you.

## Discipline #2: Act on the Lead Measures

It's the data on lead measures that enables you to close the gap between what you know your team should do and what they are actually doing. Without lead measures, you are left to try to manage to the lag measures, an approach that seldom produces significant results.

## Discipline #3: Keep a Compelling Scorecard

This is the discipline of engagement. If the lead and lag measures are not captured on a visual scoreboard and updated regularly, they will disappear into the whirlwind. People disengage when they don't know the score. A compelling scoreboard tells the team where they are and where they should be, information essential to team problem solving and decision-making.

## Discipline #4: Create a Cadence of Accountability

Discipline 4 is where execution happens. Disciplines 1, 2 and 3 set up the game; but until you apply Discipline 4; your team isn't in the game. This is the discipline that brings the team members all together. Instead of accountability to a broad outcome you can't influence, it's accountability to a weekly commitment that you yourself made and that is within your power to keep.