

THE 4 DISCIPLINES of Execution™

MANAGER CERTIFICATION



We enable greatness in people and organisations in Southern and East Africa

In a day of unprecedented opportunity—and risk—the importance for teams in your organisation to consistently execute on your most critical objectives cannot be overstated. As the recognized leader in helping individuals and organisations achieve greatness, FranklinCovey has dedicated itself to understanding the complex problem of poor execution and how to effectively address its causes at an unprecedented level.

Managers will be able to:

THE DISCIPLINES	OUTCOMES
1. Focus on the Wildly Important	Identify the two or three most critical, difference making objectives
2. Act on the Lead Measures	Focus relentlessly on the specific leading indicators of achievement of those objectives
3. Keep a Compelling Scoreboard	Create compelling and visible scoreboards to track progress
4. Create a Cadence (Rhythm) of Accountability	Lead a proven process for implementing an ongoing, self-perpetuating cadence of accountability at the team and individual levels

In FranklinCovey's *The 4 Disciplines of Execution Manager Certification*, managers learn to lead a process that will enable their teams to achieve unprecedented results against their goals. By changing the way they engage their teams, managers can make dramatic improvements in the impact their teams will have on organisational performance.

The 4 Disciplines of Execution Manager Certification is delivered in five distinct phases comprised of the following steps:

1. Pre-consult with senior leadership to scope process and identify managers who will be certified AND xQ™ Assessment to evaluate and measure your current level of execution.
2. Managers attend a manager work session, preparing to be an execution leader able to draft goals and measures for each work session.
3. Manager facilitates his/her team work sessions with support from a FranklinCovey Leadership Consultant.
4. Coaching provided to managers as they implement over a period of weeks.
5. Follow-up xQ™ Assessment to measure progress AND Accountability Report to senior leadership on progress against identified goals and measures.

Managers can achieve three levels of certification, including:

Bronze Certification: Demonstrated adherence to The 4 Disciplines of Execution process over time

Silver Certification: Continued adherence to the process and verification that measures are on target and influencing the objective

Gold Certification: Continued adherence to the process and demonstration of achievement of a critical objective