



Strategy is one thing, BUT Execution is EVERYTHING.

“...By utilizing this process inside our organization, our leaders and teams have been able to set and achieve extraordinary goals...”

J.W. Marriott, Jr., Chairman and Chief Executive Officer, **Marriott International, Inc.**

“We believe that The 4 Disciplines of Execution are the keys to growth and success...”

Danny Wegman, Chief Executive Officer, **Wegmans Food Markets, Inc.**

“...This book is a must-read for any leader who wants to achieve that which is extraordinary in their company.”

Diana Thomas, U.S. Vice President of Training and Learning Development, **Hamburger University, McDonald's Corporation**



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Hear first-hand from #1 national best-selling author Chris McChesney

Learn how your organization can gain a competitive edge through flawless execution

Do you remember the last major initiative you watched die in your organization? Did it go down with a loud crash? Or was it slowly and quietly suffocated by other competing priorities?

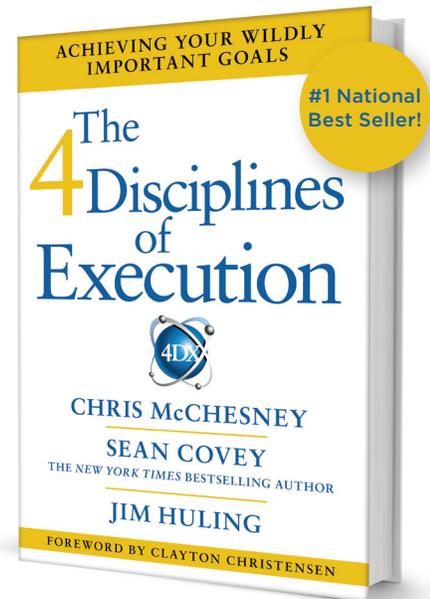
By the time it finally disappeared, it's likely no one ever noticed.

What happened? The “whirlwind” of urgent activity required to keep things running day-to-day devoured all the time and energy you needed to invest in executing your strategy for tomorrow! *The 4 Disciplines of Execution* can change all that forever.

In this session, you will learn:

- A proven method that is producing consistent, sustainable results in the world's leading organizations
- Specific examples (with case studies and videos) of execution challenges—and how to overcome them—in your organization
- How to make executing a part of what your team does every day.

Chris McChesney is the Global Practice Leader of Execution for FranklinCovey and one of the primary architects of *The 4 Disciplines of Execution*. For more than a decade, he has led FranklinCovey's ongoing design and development of these principles and personally guided many of the most notable implementations in organizations around the world.



Houston, TX
Thursday, October 4th
9:30 a.m. - Noon

\$49 per person **\$29** per person for groups of five or more

Space is limited. RSVP to:
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Or register online at:
www.4dxbook.com/#/tour/