

# Creating a Culture of Execution



*Are you executing on your top business strategies?*

**“Execution is *the* great unaddressed issue in the business world today.”**

*- Ram Charan, bestselling author and business authority on execution.*

As a leader in your organization, you know how difficult it is to cascade the goals and vision from the top into actionable behaviors among frontline workers to achieve critical objectives. How much time is spent on activities that aren't aligned with your organization's goals?

Without question, execution is one of the most critical challenges facing leaders today. Recent research shows:

- Only 10% of managers are truly focused on what matters most to their organization. 90% of managers are typically distracted or disengaged from key priorities.
- Information workers typically devote only about 40% of their time to tasks directly related to the organization's mission-critical objectives.
- A recent estimate of the cost of low productivity of “actively disengaged worker” is \$300 billion.

Getting your people and teams to do the *right things* at the *right times* - the *wildly important goals, tasks and initiatives that ultimately matter most* - remains a huge challenge for organizations today.

- What are the business effects that result from the lack of clarity, focus, and execution?
- What needs to change in order to adequately address this issue?
- What actions can you, as a leader, take to create a stronger culture of execution within your organization?

FranklinCovey's Execution Solutions were developed in partnership with experts Ram Charan, Jim Collins, and Harris Polling. We will review ground-breaking research by FranklinCovey and Harris Interactive on the barriers to execution and discuss methods to measure and increase your organization's execution capability.

**Please join us for an engaging discussion around how FranklinCovey connects with leaders of organizations to impact these challenges. Learn practical, measurable steps that you can take to lead your teams to execute on the highest goals of your organization or team.**

## You're Invited!

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**Tuesday, February 7, 2012**

**Event time: 9:00 am to 12:30 pm**

***Complimentary showcase  
Includes lunch***

**Location: Maggiano's**

**Willow bend Mall - Plano, TX**

**Space is limited for this event.  
Pre-registration is required.**

For more information or to register  
please contact

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*To learn more about The 4 Disciplines of Execution, Follow this link below  
to watch a 17-minute video introduction and client video case studies:*

<http://www.franklincovey.com/4doverview>