FranklinCovey’s xQ (Execution Quotient) Service is a vital measurement of your organization’s overall health. Delivered as a short, Web-based survey, it measures your organization’s ability to execute on your most important priorities and to get the right job done. It gauges how well your organization focuses on your key priorities and provides direction for improvement. The xQ Service also provides reports that enable you to pinpoint areas of excellence and challenges, and it helps individuals learn how to leverage creative collaboration.

The xQ Service also helps managers improve the consistency of their execution and performance by measuring and addressing specific factors surrounding these six principles of execution:

1. Clarity of goals.
2. Commitment to goals.
3. Translation of goals into action.
4. Enabling performance by removing barriers.
5. Synergy, trust, collaboration, communication, and processes.
6. Accountability to management and to each other for achieving results.

**REQUIRED FACILITATOR MATERIALS**

**xQ Questionnaire**

The xQ—a 27-question, Web-delivered survey—gauges your organization’s execution capability by measuring how sharply employees focus on and execute the organization’s top priorities.

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<th>SKU #</th>
<th>Product Name</th>
<th>USD</th>
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<tbody>
<tr>
<td>74089</td>
<td>xQ Questionnaire (Per Respondent)</td>
<td>$20*</td>
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*Additional setup fees may apply.
**Executive Summary**

Welcome to the xQ Comparative Report for ACME Sample Co. The purpose of this report is to help your organization or unit sharpen its focus and execute its most important goals. Your Execution Quotient, or xQ score, is a leading indicator of the likelihood of executing current goals as well as any future goals.

A few facts about the xQ Questionnaire:
- There are 27 questions (22 objective, 5 open-ended) about your execution discipline.
- There are 6 custom questions.
- Results are reported for the organization as a whole, as well as for each unit or work group.
- Results are anonymous—individual responses cannot be traced. To protect the anonymity of respondents, no data for groups of fewer than five respondents is reported.
- The questionnaire can be readministered regularly to track improvement in execution capability.

The xQ score is a number on a scale of 0-100, where 100 indicates flawless execution. The xQ score is based on points awarded on the top 10% of the overall xQ score for ACME Sample Co. together with scores on your application of six key principles of execution at three levels.

**Questions to consider:**
- What's most important here?
- How should we respond to these scores?
- What are they trying to tell us?
- Why did so many/so few answer that question that way?
- Where's the good news? the bad news?

As you examine the data, consider these questions:
- What's the good news? the bad news?
- Why did we do so well/slow in this area?
- What are they trying to tell us?
- How should we respond to these scores?
- What's most important here?

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**xQ Scores by Principle of Execution**

<table>
<thead>
<tr>
<th>Principle of Execution</th>
<th>Organization Score</th>
<th>Average xQ</th>
<th>Top 2%</th>
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<tbody>
<tr>
<td><strong>CLARITY</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Individual Goals</td>
<td>47</td>
<td>89</td>
<td></td>
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<tr>
<td>Direct Goals</td>
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<td>89</td>
<td></td>
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<tr>
<td>Total</td>
<td>94</td>
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<tr>
<td><strong>COMMITMENT</strong></td>
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<tr>
<td>Individual Commitments</td>
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<td>88</td>
<td></td>
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<tr>
<td>Direct Commitments</td>
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<td>88</td>
<td></td>
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<tr>
<td>Total</td>
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<tr>
<td><strong>TRANSLATION INTO ACTION</strong></td>
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<tr>
<td>Individual Action</td>
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<td>85</td>
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<tr>
<td>Direct Action</td>
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<td>85</td>
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<td>Total</td>
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<td><strong>ENABLING</strong></td>
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<tr>
<td>Team Enabling</td>
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<td>90</td>
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<td>Direct Enabling</td>
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<td>Total</td>
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<td><strong>SYNERGY</strong></td>
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<tr>
<td>Direct Accountability</td>
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<td></td>
</tr>
<tr>
<td>Total</td>
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**Moving the Middle.** Every organization has top, middle, and low performers. By leading the “core” (middle 60 percent) of operations toward the top, organizations can achieve great results.
Developing a Culture of Execution
Reinforce the manager’s critical role in achieving goals.

The 4 Disciplines of Execution: Manager Certification

This certification process helps leaders identify and execute their highest business priorities by focusing on “wildly important” goals, acting on the lead measures, keeping a compelling scoreboard, and creating a cadence of accountability.

• **Bronze Certification**: demonstrated adherence to *The 4 Disciplines of Execution* process.

• **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.

You can build a “culture of execution” as key managers in your organization become certified in *The 4 Disciplines of Execution* from the most senior leader to the front line. Below are the five steps in this process:

1. **Manager Work Session**
   a. Shared buy-in and commitment to the Wildly Important Goals (WIGs) at the larger and sub-team levels.
   b. The creation of lead measures at the sub-team level.
   c. The creation and design of simple yet compelling scoreboards for tracking the progress of the WIGs. This consists of a few critical “lagging” and “leading” indicators for the goal.
   d. Agreement on the weekly process for accountability and follow-through on prior commitments (the WIG Session).

2. **Certification Session**

Leaders are prepared to teach and implement *The 4 Disciplines of Execution* with their own teams. This includes being able to:
• Teach a 45-minute overview of the *The 4 Disciplines of Execution*.
• Ratify the WIG(s) and lead measures with the team.
• Finalize the scoreboard with the team.
• Conduct the first WIG Session.
• Understand the key “watch-outs” for each discipline.

3. Team Work Session
Leaders teach and implement *The 4 Disciplines of Execution* with their teams. Leaders return to their team and take a half day to complete their scoreboards, finalize their WIGs, achieve team commitment, and run their first weekly WIG Session. The next session, the Scoreboard Review, is the deadline for leaders to accomplish this assignment.

4. Scoreboard Review
Report back to the leadership team and the FranklinCovey consultant on WIGs, lead measures, and scoreboard creation. This is a great opportunity for any leaders needing coaching or support. Expectations and accountability are then discussed as a team.

5. Executive Report-Out
Account for and celebrate results. Leaders and teams will be able to report that they are winning. Having this report-out on the horizon from the very beginning of the process also lets leaders know that this is not just “training.” Getting people to use the process and experience some quick wins are key factors to ensuring its sustainability.

The results will be reported by each leader in this format:

a. What WIG(s) did we set and why?
b. What are our results to date (for both the lag and lead measures)?
c. What is the key learning from the past three months?
d. What is different as a result of going through the process?