

The 4 DISCIPLINES of Execution™

Achieving organizational Greatness Through Focused Execution

November 10, 2010

9:00 am—12 pm

Featuring Steven Covey Consultant, Charles Brown

Charlie served 21 years in the US Navy and retired in the Hampton Roads Area of Virginia. He joined the City of Norfolk as the City's Business Process Management Analyst, formed the Bureau of Enterprise Solutions, and served there for 11 years. While with the City he became certified and practiced as anchor facilitator of the 7 Habits of Highly Effective People (7yrs) and brought the 4 Disciplines of Execution to the City. He championed the implementation and establishment of the 4DX methodology as a certified Manager for 4 years. He has now joined FranklinCovey as the Client Partner for 4DX for the Virginia, DC, and Maryland area. Charlie is an AllM certified Business Process Management Practitioner, a Toastmaster, and a Master Training Specialist.



The Challenge

Do your employees know your organization's top priorities?

Executing strategic goals is the greatest challenge in business today. Aligning the organization with your most important objectives is a never-ending battle. In addition, keeping people engaged and focused on the top goals is critical. Imagine an organization where all employees are totally focused on the most important priorities and committed to achieving the Wildly Important Goals.



Why Execution Breaks Down

FranklinCovey has studied execution challenges for several years in hundreds of organizations. Their research shows that execution breaks down in four ways:

1. People don't know the goal. Either there are too many goals or the goals aren't clear.
2. People don't know what to do to achieve the goal. The goals are not translated into day-to-day activities.
3. People don't keep score. Few people can tell at any moment if they are on track to achieve the things that really matter.
4. People don't account for results. People don't account to each other for progress on their most important goals.

Location: SunTrust Bank, Executive Dining Room, 24th Floor, 919 East Main Street, Richmond, VA 23219

Parking Alternatives

- 10 Street Deck, entrance between Cary & Canal on 10th
- Omni Parking-entrance right past 10th Street
- Bank of America-entrance on Cary (across from Omni)
- RMA-entrances on Canal, Byrd & 10th Streets - this deck is between 9th Street, Byrd & Canal

Registration Costs (check all that apply)

- Program-VBEC Members-Free
- Program-Non-Members-\$25*
*Non Members who join VBEC by December 31, 2010 will receive a refund of their meeting registration.
- Networking Lunch-VBEC Members-\$17.00
- Networking Lunch-Non-Members-\$17.00

Schedule of Events:

- 9:00 am VBEC Business Meeting
- 10:00 am The 4 Disciplines of Excellence
- 12:00 pm Optional Networking Lunch (fee)

Virginia Business Excellence Consortium

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PLEASE NOTE THAT LUNCH IS OPTIONAL, BUT YOU MUST REGISTER FOR LUNCH AND SEND IN THE APPROPRIATE PAYMENT TO SECURE YOUR PLACE! RETURN YOUR REGISTRATION FORM AND PAYMENT AS APPLICABLE TO VBEC, 1340 N GREAT NECK ROAD, #1272-137, VIRGINIA BEACH, VA 23454 YOU MUST REGISTER BY FRIDAY, NOVEMBER 5, 2010 AND NO CANCELLATIONS WILL BE ACCEPTED AFTER FRIDAY, NOVEMBER 5, 2010

Registration Form

Name _____

Company _____

Phone Number _____

Email _____

Space is limited so REGISTER TODAY
to reserve your spot!

