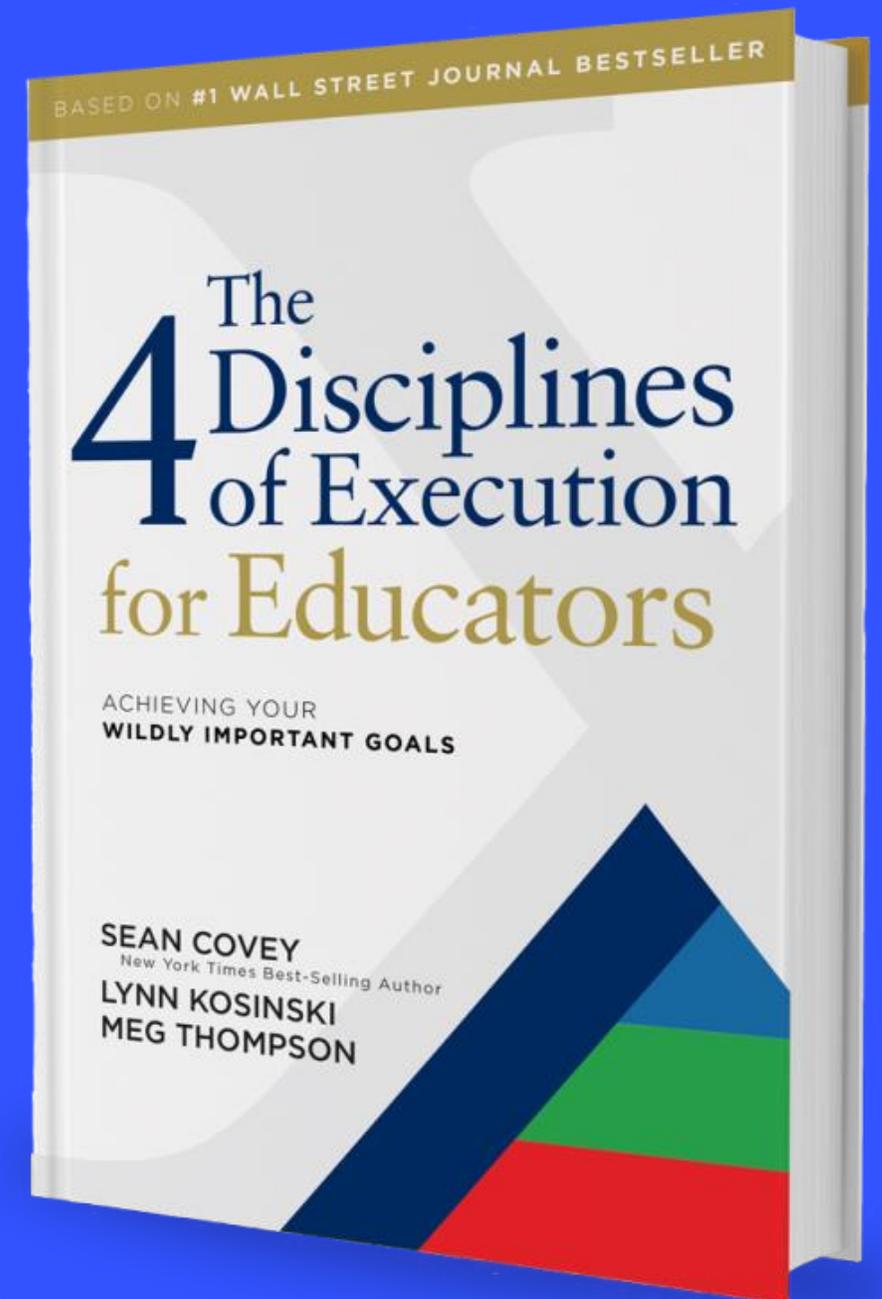


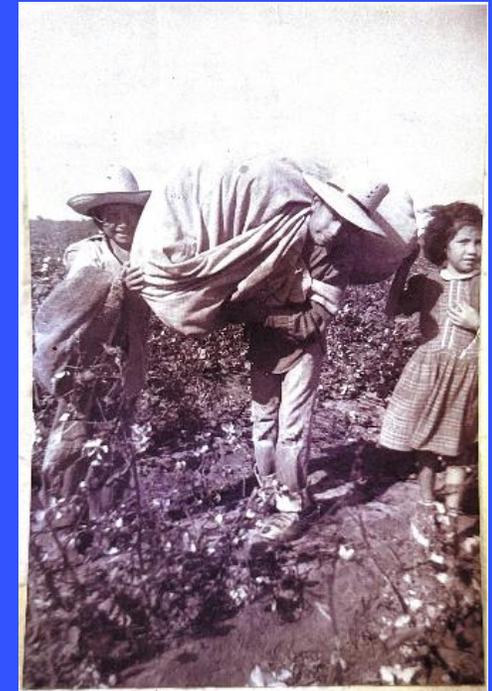
Focusing on the Wildly Important: A 4DX Approach to Student & Campus Success

*Turning College & Career Readiness
Goals into
Predictable Wins*



Who I am & Why I Care

Liza Canchola, Client Partner





We have
35 years of
experience
in Education

70+

countries served by FranklinCovey Education

7,000+

schools implement our Leader in Me solution

100+

research studies demonstrate our impact

20 million+

PK–12 students reached

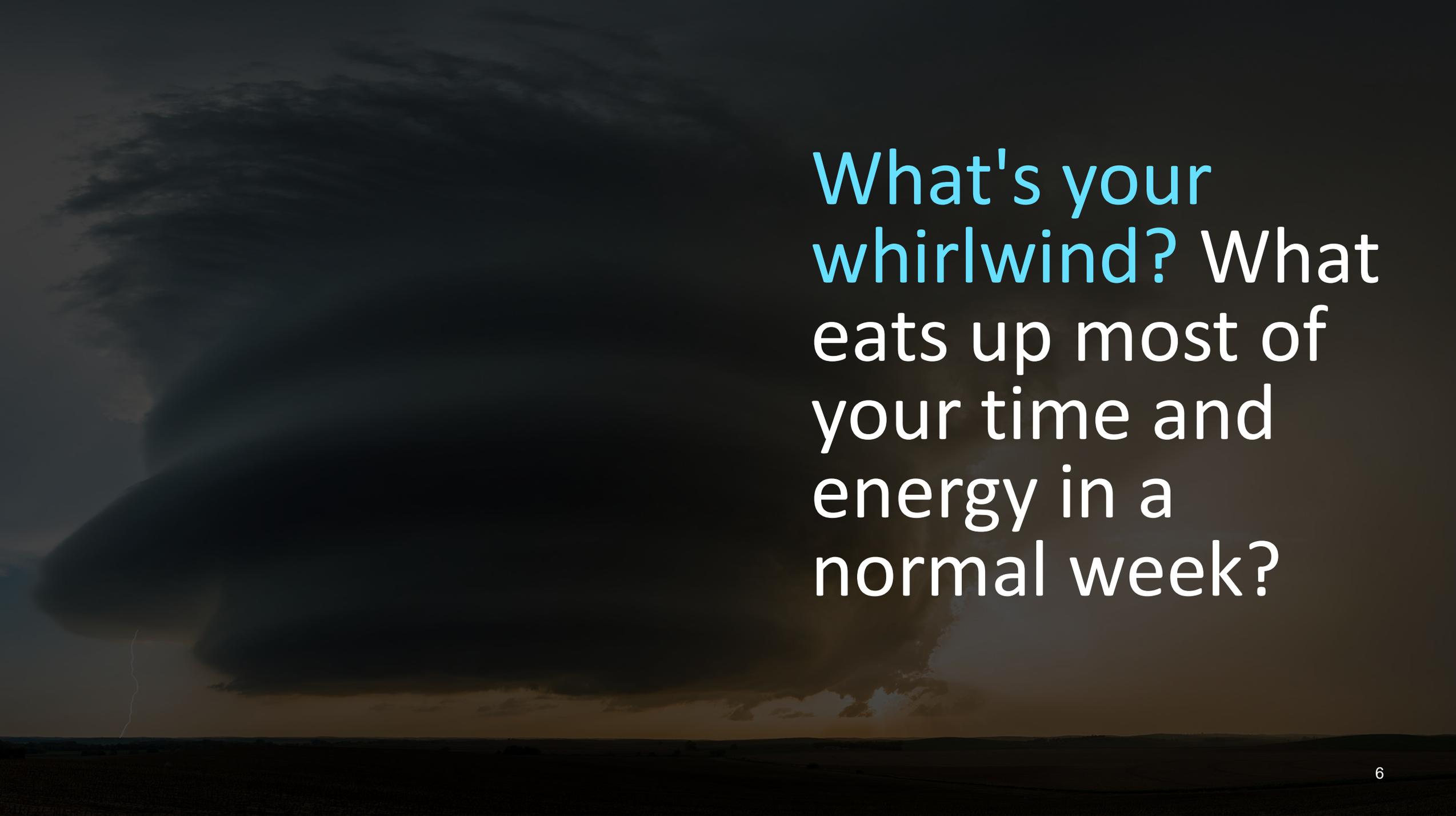
What You'll Walk Away With



LeaderinMe | WIG® Plan

D1: WIG	What is the “end in mind”? From X to Y by When	D3: WIG SCOREBOARD	
	What two strategies or action steps are most important to achieve the WIG?		D3: LEAD MEASURES SCOREBOARD
D4: CADENCE OF ACCOUNTABILITY			
Accountability Partner:		When and where we will meet:	How will I celebrate:

- Understand the **4 Disciplines of Execution (4DX)** and how they close the gap between knowing and doing.
- Draft one Wildly Important Goal (WIG) -personal or campus-level- tied to student or campus success.
- Understand simple lead measures, a scoreboard, and a cadence of accountability you can start using immediately.



What's your
whirlwind? What
eats up most of
your time and
energy in a
normal week?

Why Focus Matters for College & Career Readiness

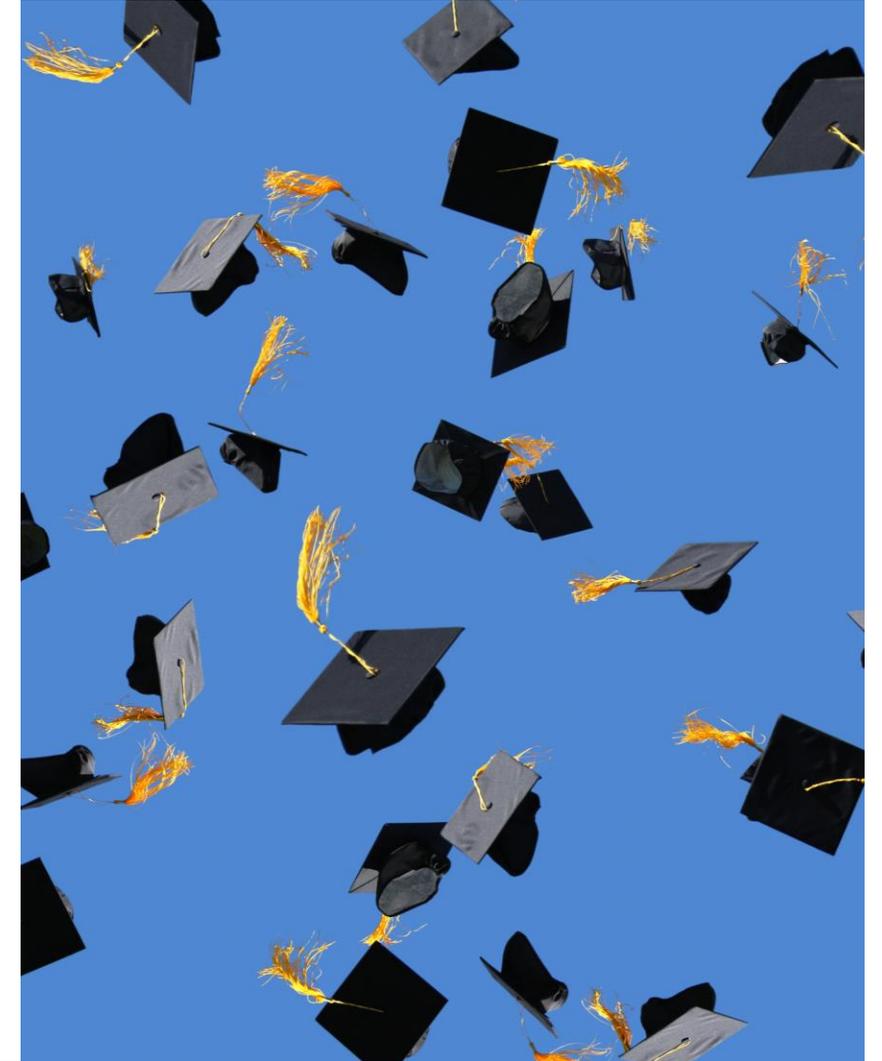


1 Only **13% of students** feel fully prepared to choose their path after high school.

2 **89% of recruiters** say lack of leadership or adaptability is a key reason hires don't succeed.

3 Nearly **75% of high school students** report feeling negatively about school.

¹ Data summarized from FranklinCovey Education Life-Ready Leadership Curriculum research overview and associated sources (LinkedIn recruiter survey; national student readiness and engagement studies).



The Real Gap: We Know the Goals...But Don't Always Hit Them



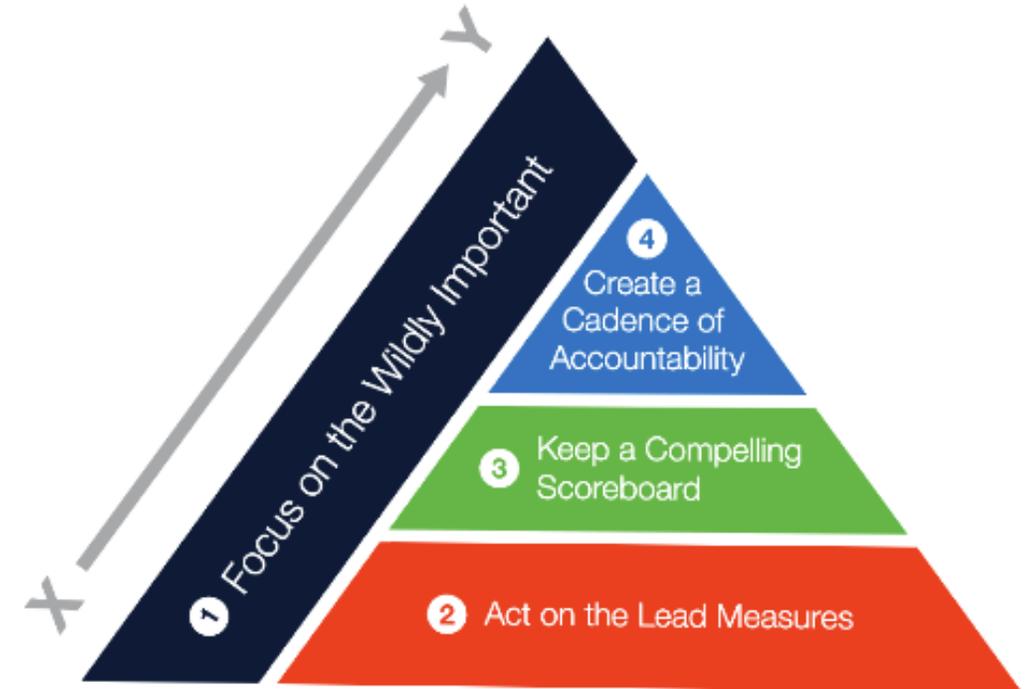
- We're clear on targets: CCMR, FAFSA, college apps, dual credit, attendance, graduation.
- The challenge is consistent execution amid overload, not lack of ideas
- Without a system, we get:
 - Too many initiatives
 - Inconsistent follow-through
 - "Hope" instead of predictable wins



The 4 Disciplines of Execution[®]



- **Discipline 1:** Focus on the Wildly Important
- **Discipline 2:** Act on the Lead Measures
- **Discipline 3:** Keep a Compelling Scoreboard
- **Discipline 4:** Create a Cadence of Accountability





Discipline 1: Focus on the Wildly Important

- Narrow to 1-2 Wildly Important Goals (WIGs) that close a big gap.
- WIG Formula: From X to Y by When
- Examples:
 - From 62% to 80% of seniors completing FASFA by March 15th
 - From 58% to 70% of grads meeting CCMR indicators by August 2026
 - From a 5K to a 10K by July 2026



Your Draft WIG



Write a draft WIG using:
"From ___ to ___ by ___."

Choose ONE high-leverage area
(e.g., FAFSA, CCMR, dual credit, attendance,
behavior, college applications, physical, mental,
emotional, or spiritual).



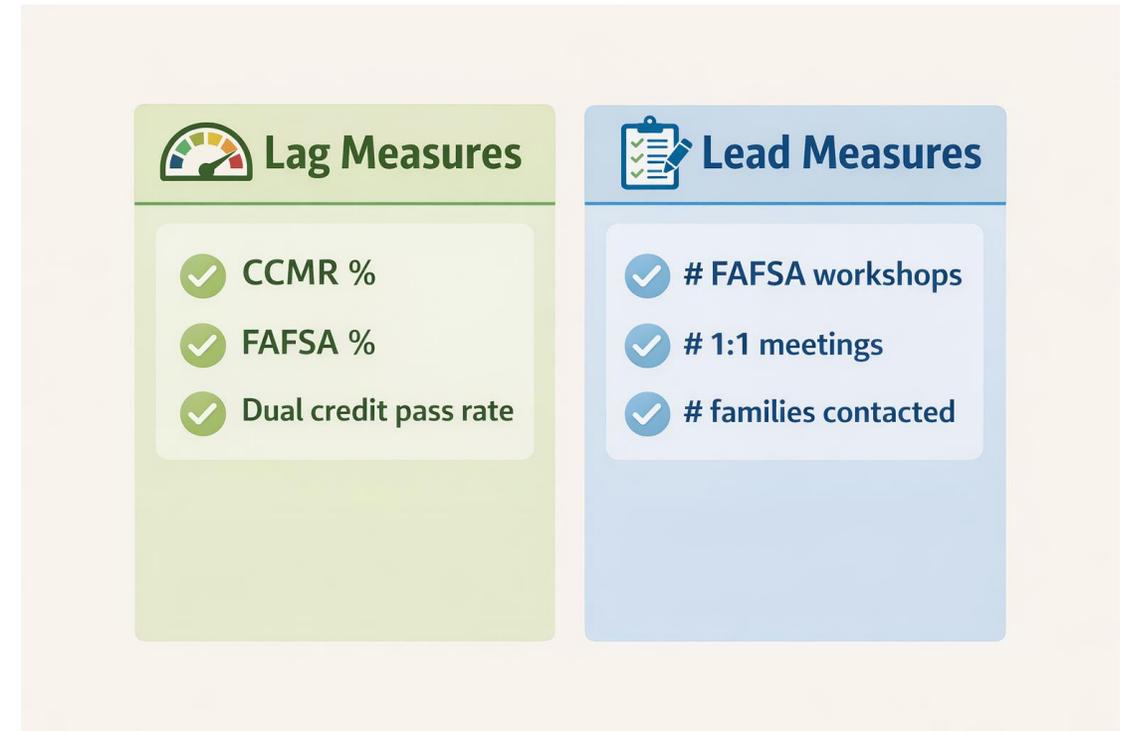
Discipline 2: Act on the Lead Measures

- **Lag measures** = results

(FAFSA rate, CCMR %, dual credit pass rate)

- **Lead measures** = actions/behaviors we can control and measure weekly

- **Test:** “If we do this consistently, we predict we’ll hit our WIG.”

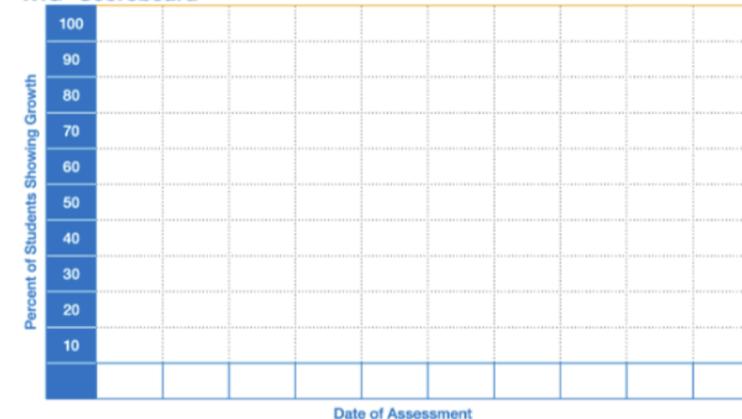




Discipline 3: Keep a Compelling Scoreboard

- People (and students) play differently when they're **keeping score**.
- A “player’s scoreboard” shows:
 - The WIG (lag measure)
 - Lead measures (weekly actions)
- Must be: **simple, visible, updated often**.

WIG® Scoreboard



LeaderinMe.

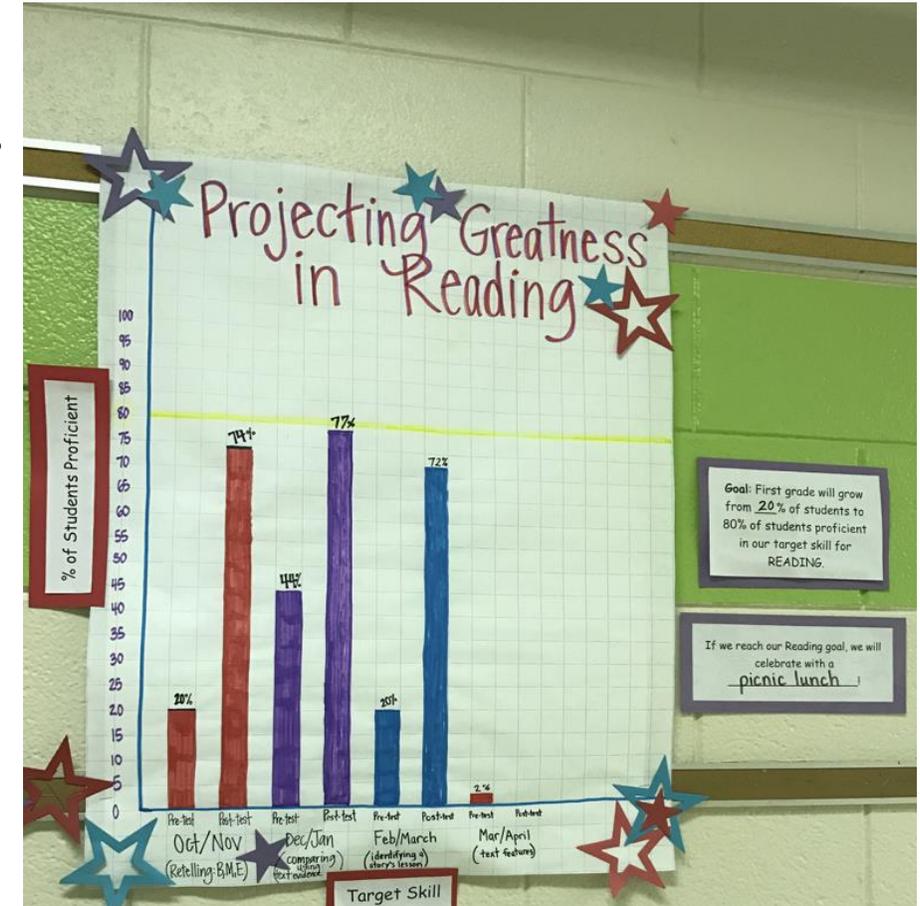
Lead-Measure Scoreboard

Week	% of Students Accomplishing Lead Measures	Celebration Activity
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		



Sketch A Simple Scoreboard

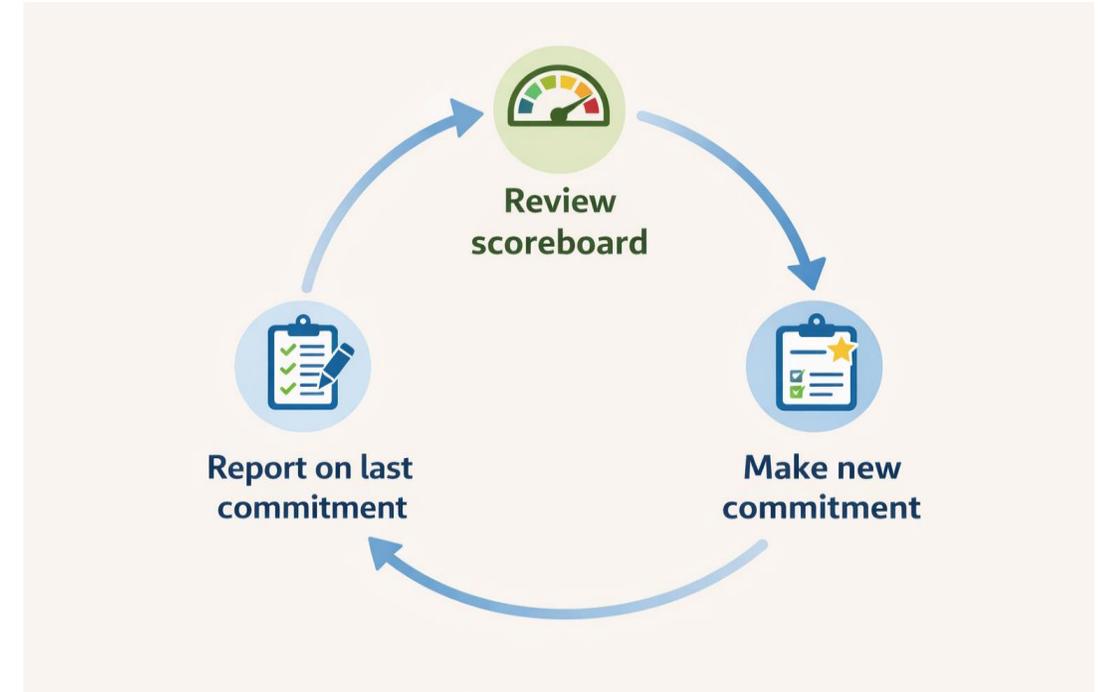
- On your paper, sketch a quick scoreboard:
- Write your **WIG** at the top (From X to Y by When).
- Draw a simple chart or table that tracks:
 - Progress from X to Y over time
 - Weekly completion of your lead measures





Discipline 4: Create a Cadence of Accountability

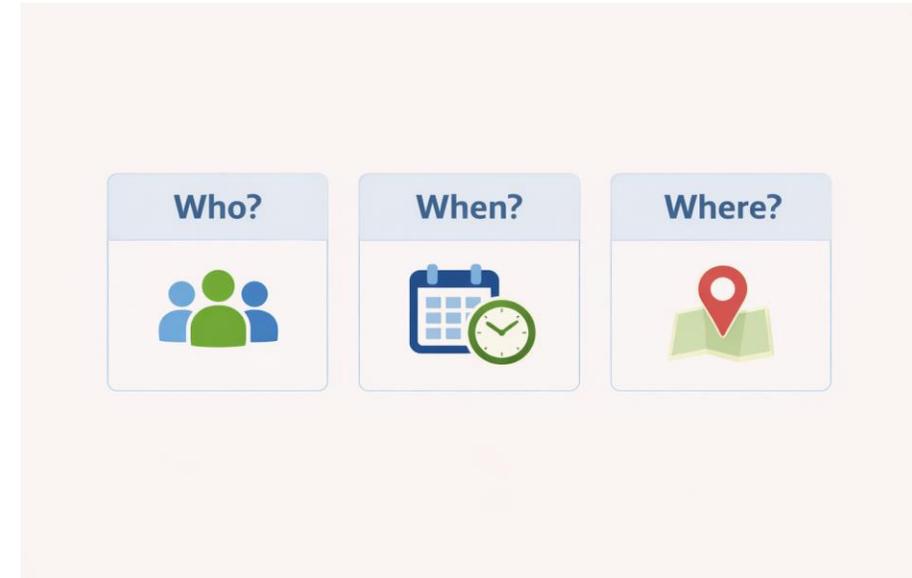
- Short, regular check-ins (often weekly).
- Each person/team answers:
 - How are we doing on the scoreboard?
 - What did I commit to do? Did I do it?
 - What will I commit to before we meet again?
- Builds **focus, ownership, and momentum.**





Plan Your First WIG Session

- Write a quick commitment:
 - **Who** will you meet with about this WIG?
 - **How often** will you meet?
 - **When/where** will you meet?



Example:

- “I will meet with our CCR team every Tuesday at 8:00 a.m. in the conference room starting next week.”



Seeing Focus & Execution in Action

As you watch, notice:

- How are goals made **simple and visible**?
- Where do you see **students and staff owning the work**?



From Idea to Action



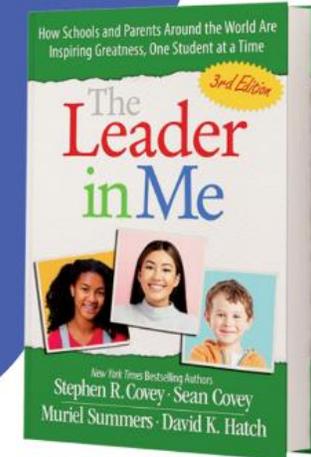
- Take 1 minute:
 - What is **one insight** you're taking from 4DX today?
 - What is **one action** you will take in the next 7 days?



MY QR for
4DXe
or LIM book today

Virtual Book Study

Every Tuesday in March
from 12:30-1:00 PM CT



Spend time connecting to sharpen your focus on:

Paradigms & See-Do-Get Model (pg 1-42)
Teaching Leadership Principles (pg 43-67)
Creating a Leadership Culture (pg 68-111)
Aligning for Academic Results (pg 112-141)
Home, Community, & Sustainability (pg 142-209)

March 3, 10, 17, 24, 31
12:30-1:00 PM CT
Hosted on Zoom

**Scan the QR code
to register**



Learn more about us at
www.leaderinme.org