Using GoToWebinar

- Attendee List (viewable only if organizer has enabled) (a)
- Grab Tab – Click arrow to open/close Control Panel. Click square to toggle Viewer Window between full screen/window mode. Click hand icon to raise/lower hand. Click mic icon to mute/unmute your audio (if organizer has enabled) (b)
- Audio pane – Select audio format. Click Audio Setup to select Mic & Speakers devices (c)
- Questions pane – If turned on by an organizer, attendees can submit questions and review answers. Broadcast messages to attendees will also show here (d)
- Type your question and click Send to submit it to the organizer (e)
- Webinar details – Provided for quick reference (f)
ATD Strategy Execution, Powered by FranklinCovey

May 3, 2016
Achieving the Dream Staff

Laurie Heacock
National Director of Data, Technology, and Analytics

Allison Ray Akalonu
Assistant Director of Data, Technology, and Analytics
Who’s Joining us Today?

Jane Hix
General Manager, Higher Ed
FranklinCovey

Hector Gonzales
President
Southwest Texas Junior College

Christopher Roberts
Practice Leader, Execution
FranklinCovey

Tricia Legget
Vice President, Student Success
Zane State College
Agenda

• Welcome and Introduction
• 4DX Execution Methodology for Community Colleges
• Q&A and Discussion
• Next Steps
Institutional Capacity Framework

Student-Focused Culture

- TEACHING & LEARNING
- ENGAGEMENT & COMMUNICATION
- EQUITY
- STRATEGY & PLANNING
- DATA & TECHNOLOGY
- POLICIES & PRACTICES
- LEADERSHIP & VISION
The alignment of the institution with the umbrella goal of student success and the institution’s process for translating the desired future into defined goals and objectives and executing the actions to achieve them.
In November 2015, Dr. Stout invited presidents of ATD Leader Colleges to voluntarily participate in a complimentary two hour executive overview of 4DX on their campus provided by CHRIS McCHESNEY, co-author of the book:

The 4 Disciplines of Execution

18 said yes
At DREAM 2016, Chris McChesney provided the overview to all interested ATD college presidents at the presidents session.
Strategy Map

Mission

Vision

Strategy

Stroke of the Pen
- Develop new courses
- Hire for diversity
- Facility expansion
- Expand staff training
- Establish partnerships

Behavior Change
- Adjunct observations
- High School contacts
- Advising sessions
- Contact at-risk students
- Classroom engagement
Improving Results

1. Drive to Improve
2. Leadership Emphasis
3. Team Accountability
4. Individual Ownership
5. Habits
Strategy Map

Mission

Vision

Strategy

Stroke of the Pen
• Develop new courses
• Hire for diversity
• Facility expansion
• Expand staff training
• Establish partnerships

Behavior Change
• Adjunct observations
• High School contacts
• Advising sessions
• Contact at-risk students
• Classroom engagement
Strategy Map

Mission

Vision

Strategy

Stroke of the Pen

Behavior Change

“Whirlwind”
Day Job / Life support

- Develop new courses
- Hire for diversity
- Facility expansion
- Expand staff training
- Establish partnerships

Financial

Staff

Facilities

Students
Discipline 1

Focus on the Wildly Important
There will always be more good ideas than there is capacity to execute.
DISCIPLINE 1:
Focus on the Wildly Important

Main WIG
Man on the Moon

Sub WIG
Navigation

Sub WIG
Propulsion

Sub WIG
Life - Support
DISCIPLINE 1: Focus on the Wildly Important

Increase Degrees from 6,300 to 7,000 by August 2015
Lag Measure

Increase Course-based Success Rate from 79% to 81% by January 2015
Lag Measure

Increase Student Persistence from 65% to 69% by August 2015
Lag Measure

Increase CCSSE Score from 70% to 75% by August 2015
Lag Measure

“FEWEST NUMBER OF SUB-WIGs NECESSARY TO ACHIEVE THE MAIN WIG”
Discipline 2
Act on the Lead Measures
DISCIPLINE 2:
Act on the Lead Measures

**LAG MEASURE**
- Measures the Goal
- Weight (Pounds / Kilos)

**LEAD MEASURE**
- Measures something that leads to the goal
- Something one can influence
- Lose Weight
- Number of Calories (Diet)
- Miles/KM run (Exercise)

**TARGET**
- Degrees Attained
- Semester to Semester Progression %
- Graduate Placement

**PREDICTIVE**
- Monitor At-Risk Students Pathway Compliance
- Student Engagement Utilize data
- Job Fair Participation Employer Alignment

**INFLUENCEABLE**
- Pathway Compliance
- Utilize data
- Employer Alignment
DISCIPLINE 2: Act on the Lead Measures

Increase Degrees from 6,300 to 7,000 by August 2015

Increase Course-based Success Rate from 79% to 81% by January 2015

Increase Student Persistence from 65% to 69% by August 2015

Contact 90% of At-Risk Students bi-weekly in all Courses

Increase CCSSE Score from 70% to 75% by August 2015

Predictive and Influenceable
Discipline 3
Keep a Compelling Scoreboard
“People play differently when they are keeping score.”
DISCIPLINE 3:

Keep a Compelling Scoreboard

Compelling (Players’) Scoreboards:

• Are simple
• Are highly visible to the player
• Have the right “lead” and “lag” measures
• Tell us immediately if we are winning or losing!
DISCIPLINE 3: Keep a Compelling Scoreboard

Increase Course-based Success Rate from 79% to 81% by January 2015

Increase CCSSE Score from 70% to 75% by August 2015

Increase Degrees from 6,300 to 7,000 by August 2015

People play differently when they are keeping score
Discipline 4
Create a Cadence of Accountability
What are the 1 to 3 most important things I can do this week to impact the Lead Measure?
WIG MEETING

1. Report on last week’s commitments

2. Review and update scoreboard

3. Make commitments for next week
Increase Course-based Success Rate from 79% to 81% by January 2015

Increase CCSSE Score from 70% to 75% by August 2015

Increase Degrees from 6,300 to 7,000 by August 2015

Increase Persistence from 65% to 69% by August 2015

Check early alert list for my at risk students

Contact students

Increase Student Persistence from 65% to 69% by August 2015
DISCIPLINE 4: Create a Cadence of Accountability

Increase Course-based Success Rate from 79% to 81% by January 2015

Increase CCSSE Score from 70% to 75% by August 2015

Increase Degrees from 6,300 to 7,000 by August 2015

Increase Persistence from 65% to 69% by August 2015

Contact students

Call Marcus for face-to-face conference

LAG MEASURE

LEAD MEASURE

WEEKLY COMMITMENT
DISCIPLINE 4: Create a Cadence of Accountability

Increase Course-based Success Rate from 79% to 81% by January 2015

Increase Degrees from 6,300 to 7,000 by August 2015

Increase CCSSE Score from 70% to 75% by August 2015

Increase Persistence from 65% to 69% by August 2015

Recommend study group for Mary, Mike, and Alice

WEEKLY COMMITMENT

Contact students

LEAD MEASURE

WIGs

Lag Measure

Lead Measure

Commitments

LAG MEASURE

Increase Persistence

LAG MEASURE

LAG MEASURE

© FranklinCovey. All rights reserved.
Implementing the 4DX Operating System

**Design Phase**
(2-3 weeks)

1. **Load** the organizational structure into the 4DX Operating System.
2. **Define** Draft WIGs down to the front-line teams.
3. **Create** Hypotheses Lead Measures
4. **Engage** Senior Leadership in modeling 4DX.

**Build Phase**
(6 weeks)

1. **Ratify** WIGs with front line management.
2. **Train** front-line managers in both launching and running 4DX with their teams.
3. **Finalize** Lead Measures and Team Scoreboards in the 4DX Operating System
4. **Begin** weekly cadence of execution at the team level.

**Run Phase**
(3-4 months)

1. **Coach** Senior Leaders on using the Operating system to make 2nd level Commitments.
2. **Coach** internal coaches on supporting team-level execution.
3. **Course-Correct** and refine lead measures
4. **Celebrate** Success / WIG progress

---

© FranklinCovey. All rights reserved.
The 4 Disciplines of Execution®
I’m interested. What’s Next?

1. Schedule An Executive Overview
   • Complimentary
   • On your campus
   • Two Hours
   • Target audience: President and Cabinet

Now scheduling sessions for May and June, 2016
Design Phase

2. Schedule An Executive Design Session
   - $12,000 plus travel for one consultant
   - On your campus
   - 1.5 - 2 days
   - Targeted to: Senior Leadership team (10-15 ppl)
   - Outcomes: Identify Wildly Important Goals (WIGS), college teams and make decision on running full track.
I’m Interested. What’s Next?

Full Track: Design, Build, Run

ATD Network-Only Pricing*

4DX O.S.
(Organizational Application)

- Organizational Implementation
  - Organizational WIG deconstruction.
  - FC Led Implementation (Design, Build, Run Process)
  - Executive Engagement / Transparency
- Internal Certification
- Full use of 4DX O.S.
- Complete 4DX Library and use of I.P.
- Access to FC Coaching

* Please note these prices are inclusive and include the $12,000 Design Phase costs.
Want to Learn More?

If you would like to learn more about 4DX, please:

• Watch the 4DX webinar featuring Achieving the Dream Leader College, Alamo Colleges here

• Download the PowerPoint slides from the 4DX webinar here

• Read the 4DX Press Kit here
Contact Information

Laurie Heacock
National Director of Data, Technology, & Analytics
Achieving the Dream
lheacock@achievingthedream.org

Jane Hix
General Manager, Higher Ed FranklinCovey
Jane.hix@franklincovey.com
Q&A and Discussion
Thank You!