



FranklinCovey Education Launches National Tour for The 4 Disciplines of Execution for Educators, a Proven System for Turning District and School Goals into Measurable Results

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Complimentary workshops, school tours, and a live webcast give district and school leaders a look inside schools achieving their most important goals with The 4 Disciplines of Execution

SALT LAKE CITY--(BUSINESS WIRE)--Oct. 13, 2026-- Every district and school begins the year with a clear set of priorities: strategic plans, district and school improvement plans, and annual goals. Determining the goals to achieve has never been the hard part. The real challenge for today's district and school leaders is achieving those desired outcomes once the realities of the school year take over, when urgency crowds out focus, attention shifts, and results stall.

To help district and school leaders meet this challenge, [FranklinCovey Education](#), a division of [FranklinCovey](#), provides them with [The 4 Disciplines of Execution \("4DX"\)](#), a proven leadership system designed to help them move from setting goals to achieving measurable results. Rather than adding another initiative to a full plate, the system helps districts and schools succeed with the priorities they have already committed to.

FranklinCovey Education today announced a national 19-city author book tour introducing [The 4 Disciplines of Execution for Educators](#), by bestselling author, Sean Covey, and co-authors and educational experts Maria B. Fleming, Lynn Kosinski, and Betsy Wierda. The new book features a proven leadership system designed to help districts and schools accomplish their most important goals.

"Setting goals might seem easy in the moment, but achieving them can be very difficult," said [Sean Covey](#), FranklinCovey Chief Product Officer and co-author of *The 4 Disciplines of Execution for Educators*. "Every day, district and school leaders face an overwhelming list of urgent tasks, making it nearly impossible to stay focused on long-term objectives. A plan is created, and then urgency takes over, and progress fades. The 4DX system, which is part of our [Leader in Me](#) process, helps leaders, teachers, and even students stay focused on what matters most, even amid the daily whirlwind."

The Tour Offers a Firsthand Look at the 4DX System in Schools that are Making Progress with it

The tour events are designed for district and school leaders responsible for driving results. They will include complimentary half-day professional development workshops featuring an overview of the book by Fleming, Kosinski, and Wierda. Also included will be content from the upcoming FranklinCovey Education course, The 4 Disciplines of Execution for Administrators®, which is based on the book and launches in November 2026. In addition to this powerful professional learning presented by the co-authors, attendees will tour schools implementing 4DX to see implementation and progress firsthand.

Achieving District and School Goals Doesn't Depend on One Leader, but on Everyone

The challenge superintendents and principals face is whether their district or schools are still making progress on goals when the attention has to be elsewhere. The 4DX system creates shared ownership, so responsibility for results doesn't rest on one leader, but cascades to principals, teachers, and students, each of whom understands the goals, owns their role, and sees how they contribute.

Based on timeless principles of human effectiveness and backed by implementation in more than 8,000 schools worldwide, the 4DX system is built on four disciplines:

1. **Focus on the Wildly Important** — Narrow focus on the one or two Wildly Important Goals (WIGs) that will have the greatest impact, rather than being overwhelmed by competing tasks.
2. **Act on Lead Measures** — Identify the predictive, high-leverage activities that drive the WIGs, focusing on behaviors leaders can control and improve.
3. **Keep a Compelling Scoreboard** — Use visible, engaging scoreboards that show real-time progress, driving the engagement and accountability that results when people can see their contributions and impact.
4. **Create a Cadence of Accountability** — Hold regular, structured accountability meetings to review progress, celebrate wins, analyze setbacks, and adjust, building a culture of shared responsibility.

Proven, Measurable Results in Schools

Schools applying 4DX often see measurable improvements in student outcomes, such as:

- Highlands Elementary (FL) earned state recognition for moving from failure to high achievement through focused attention on their highest priorities.
- Martin Petitjean Elementary achieved 96–97% daily attendance using class scoreboards and student-led accountability.
- Seven Hills Elementary (TX) exceeded reading goals by tracking literacy lead measures.

The 4DX framework is adaptable for teachers, principals, superintendents, and support staff, delivering clear focus on the most impactful goals, stronger engagement among staff and students, predictable results through lead measures, and a culture of accountability and collaboration.

[John Buchanan](#), FranklinCovey Education Executive Vice President, said, "The 4DX framework has helped district and school leaders and teachers to achieve their goals, such as improving graduation rates and dramatically increasing reading proficiency. But it has also had a tremendous impact on students in helping them complete assignments, homework, and increase their test scores and grades. They've been able to accomplish what once seemed impossible."

District and school leaders wanting to achieve their most important goals can partner with FranklinCovey Education to bring 4DX to their districts and schools. Visit: www.leaderinme.org.

About The Upcoming Tour Events and Registration:

League City, TX – Oct. 14	Bryant, AR – Nov. 5	Wichita Falls, TX – Nov. 18
Ankeny, IA – Oct. 14	Fort Lauderdale, FL – Nov. 6	Manorville, NY – Nov. 19
San Jose, CA – Oct. 16	South Bound Brook, NJ – Nov. 10	Bethlehem, PA – Nov. 19
Vicksburg, MS – Oct. 21	Gravette, AR – Nov. 12	Columbus, NE – Jan. 12
San Diego, CA – Oct. 22	Dearborn, MI – Nov. 16	Waco, TX – Jan. 13
Wichita, KS – Oct. 26	Piedmont, SC – Nov. 17	Rochester, NY – TBD
Weslaco, TX – Nov. 4		

Live Event Registration: Space is limited and complimentary registration is available while seats remain. [Register here](#).

Webcast Event Registration: Educators may also join the live webcast on **Nov. 13, 2026, at 12:00 p.m. EDT** to hear from the authors, learn directly from district leaders, and see what 4DX execution looks like inside schools. [Register here](#).

About Leader in Me

[FranklinCovey Education](#) offers [Leader in Me](#), an evidence-based PK–12 framework developed in partnership with educators. The Leader in Me process—which includes The 4 Disciplines of Execution system, the 7 Habits, and the Speed of Trust—helps schools build staff and student leadership, strengthen culture, and support academic achievement. Together, these proven frameworks help districts and schools sustain meaningful progress throughout the school year, backed by more than 100 independent research studies and decades of implementation.

About FranklinCovey Education

For three decades, [FranklinCovey Education](#), a division of [FranklinCovey](#), and a global leader in education solutions, has been one of the world's most prominent and trusted providers of educational-leadership programs and transformational processes. Its programs, books, and content have been used by thousands of public and private primary, secondary, and post-secondary schools and institutions—including educational service centers and vocational schools—in all 50 U.S. states and more than 70 countries.

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