

Execution Metrics



What is Execution Metrics?

Persona Global's Execution Metrics (EX) was developed to determine to what extent the culture of a company, department or business unit is execution-oriented. The Execution survey then pinpoints what practices and behaviors need to be focused on to move the organization towards achieving a stronger execution culture.

The Execution report is prescriptive and highlights the 4 areas that need the most attention in terms of performance weakness, as well as providing appropriate actions and initiatives.

The Execution survey consists of a 60-statements questionnaire covering the following 10 Execution practice areas:

- Communication
- Measurement
- Culture
- Setting Direction
- Leadership Character
- Accountability
- Focus on Results
- Enhancing Employee Performance
- Facing Challenges
- Initiative

Good plans, good intentions and clear direction are only the beginning. Turning each into reality requires an organization whose people have a discipline of focusing on results and doing what it takes to produce them.

Competitive Benefits of the EX

- **EMPOWERING EXECUTIVE MANAGEMENT.**
EX goes beyond the concept of simply providing strategic direction. The results of the Execution survey illustrate what top managers must do to implement the tactical execution of an organization's strategies.
- **IMPLEMENTING BEHAVIORS CONDUCIVE TO RESULTS.**
EX assists top management in mastering a set of behaviors and techniques that create a culture of execution and build competitive advantage by getting things done.
- **PRODUCING LONG-TERM RESULTS.**
EX offers long-term guidelines on how to significantly improve execution and performance, how to foster accountability and how to sustain a long-term focus on obtaining superior results.
- **TRACKING THE ABILITY TO EXECUTE.**
EX offers a systematic and repeatable assessment of an organization's ability to go from the drawing board to producing results.

ABOUT THE AUTHORS



Jon Gornstein
Founder and President of **Persona GLOBAL**

The Persuasive Communicator® was developed by **Jon Gornstein** – the founder and President of **Persona GLOBAL**® who has devoted his 39-year career to helping multinational corporations make changes in leadership and corporate culture, improve organizational alignment, enhance performance and strengthen communications. He has consulted in more than 72 countries to companies such as Abbott Labs, Disney, IBM, Glaxo SmithKline, Cathay Pacific Airways, Goldstar, and Hilton Hotels.

Dr. Donald T. Tosti
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Dr. Donald T. Tosti has co-authored the EX. Dr. Tosti is an internationally recognized educator and pioneer in performance-based approaches to organizational effectiveness. The ASTD recognizes him as a key contributor to the Human Performance Improvement (HPI) technology in the United States. Over the last 30 years of his experience in the industry, he has consulted on a wide range of organizational change programs for companies in the USA and Europe, and has co-founded Vanguard Consulting, Inc. Dr. Tosti holds a Ph.D. and an M.S. in Psychology, and a B.S. in Electrical Engineering.



For more information about **Persona GLOBAL**® metrics and methodologies, please contact info@personaglobal.com or visit www.personaglobal.com



ABOUT **Persona GLOBAL**®

Persona GLOBAL® is a worldwide provider of assessment tools and methodologies for corporations facing challenges in change leadership, communication, organizational alignment, sales, customer service and management. **Persona GLOBAL**® metrics and methodologies are currently available in 70+ countries; its programs have been translated in up to 38 languages. More than 1,600 certified **Persona GLOBAL**® practitioners around the world serve their clients as strategic business partners.

Corporations that have benefited from **Persona GLOBAL**®'s Programs include:

- BMW
- Mitsubishi
- Disney
- Coca-Cola
- Hitachi
- Applied Materials
- Dell Computer
- IBM
- Alcatel
- Motorola
- British Airways
- Japan Airlines
- Credit Suisse
- American Express
- SONY Music Entertainment