

GOLD! The Psychology of Execution

Principles (Preparation X Execution) = High Performance

GOLD! The Psychology of Execution feature 17 Olympians who amassed 25 Olympic Gold Medals. GOLD! provides a systemic approach to enhancing individual and organizational performance. Of the three processes of execution — strategy, operations and people — the third provides the greatest risk and the greatest reward. GOLD! furnishes the “why” and the “how” to manage risk through an empirical foundation of performance. The workshops break execution down into a series of steps and phases that improve outcomes through Olympic champion case studies. Olympians will make special presentations throughout the workshops.

Management teams who master the skills of execution deliver commitments and adapt to change effectively. The primary leadership responsibility is to execute the strategy, but many management teams overestimate their ability to execute. Lack of execution is more to blame for failure than strategy. Execution is a distinct discipline composed of skills and behaviors executives master to gain a competitive advantage. Strategy, people and operations align through execution. Execution based change is built from these three fundamentals that management teams consistently apply to design, install and operate. Management teams that effectively execute a strategy demonstrate essential leadership behaviors, get the right people in the right jobs and lead cultural change. Leaders skilled in execution clearly see the reality of market risks, but those who fail significantly minimize the probabilities of gaining an expected ROI of the strategy devised. Management teams who master the skills of execution perform significantly better and more consistently than those who assume they understand and practice execution.

Based on his Execution IQ™ construct, Dr. Stephen Long has learned the so-called “intangibles” are not intangibles, characteristics or qualities at all. People who execute consistently at high levels — the people who hold a high degree of Execution IQ have developed beliefs, acquired skills and built habits that enable them to consistently win, succeed and execute strategies.

The Principles Phase

Principles & Practices
Habits & Learning
Proficiency, then Excellence
Balance & Stability
Perceptions & Performance
Performance Follows Efficiency

The Preparation Phase

Getting to the Starting Line
Putting the Plan into Action
Staying Power
Developing Intensity
Decision Making
Filling Your Equipment Bag

The Execution Phase

At the Starting Line
Gaining the Lead
Playing with the Lead
What it Takes to Win
Living with Winning

Stephen Long, PhD



Identified as one of North America's top 10 performance psychology consultants, Dr. Stephen Long has significantly improved performance in the realms of business, athletics and the military. He has applied his proprietary Execution IQ™ method with exceptional leaders, champion athletes, fighter pilots, military special operations personnel, elite salespeople, high performers and corporate executives resulting in 115% improvement in financial performance, 26 championship teams, over 30 All-American college athletes, an NFL MVP and enhanced national security with a zero failure rate. Through his three decades of helping organizations execute strategy, Steve applies his expertise in behavior change, psychometrics and high performance mindsets through an educative, rather than a rehabilitative, approach. Results include improved efficiency, productivity, decision-making, problem solving, planning, innovation, consistency and change.