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## Execution IQ: The IT Factor

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Many people believe “it” started with Andrew Carnegie tasking Napoleon Hill to find out what made people successful. Hill wrote Think and Grow Rich, which sold over 100 million copies, and identified 13 steps to success. Hill’s model has been replicated many times with authors selling a lot of books. They offer multiple steps, methods, principles, etc to an unending supply of people looking for “it.” What people don’t know is Hill didn’t start “it” and “it” is only one thing.

Socrates started “it”, who had a habit of annoying important people because his primary skill was deflating pompous windbags and subsequently was sentenced to death. Plato, a championship wrestler and a talented student under Socrates, was the first to put thoughts to paper publishing his greatest achievement, The Republic. Aristotle, Plato’s best student, took the next step and blew away his mentors by becoming a highly paid consultant to Alexander the Great and publishing over a thousand works. Credit Aristotle, for it was he who figured out how to monetize “it” and influence an entire society by writing about success.

Academics, business professionals, journalists and others recognized what the Greek philosophers already identified and much like reinventing the wheel, nothing has changed much. The question, “What is ‘it’ that allows an individual, a team, an organization or a country to outperform competitors who are no less gifted, mentally or physically?” is still being asked — and answered. Academics such as Jim Collins (Good to Great), Mihaly Csikszentmihalyi (Finding Flow), Peter Senge (The Fifth Discipline) and Carol Dweck (Mindset) identified essentially the same things Hill did. Business professionals like Peter Drucker (The Effective Executive) and Larry Bossidy (Execution) did the same. Journalists Daniel Goleman (Emotional Intelligence), George Plimpton (The X Factor) and Geoff Colvin (Talent is Overrated) reinforced the message. Coaches replicated “it” in athletics. John Wooden (Coach Wooden’s Pyramid of Success) and Vince Lombardi (Winning is a Habit) set the standard for sports. Modern day philosophers contributed their perspective. M. Scott Peck (The Road Less Traveled), Spencer Johnson (Who Moved My Cheese) and Stephen Covey (The Seven Habits of Highly Effective People) didn’t say anything significantly different. Fiction writers found the pathway as well. Eliyahu Goldratt wrote a #1 bestseller (The Goal). The one thing they all agreed on is that nobody is born with “it” and anybody can develop “it.” The problem, though, is not anyone mentioned has offered a way to measure “it.” Not one.

What people don’t know is that “it” can be measured through a valid and reliable psychological instrument. “It” is Execution IQ<sup>®</sup>. People with high Execution IQ are better able to plan, organize, reason, problem solve, adapt, change and think critically. They’re better at task flexibility and decision making. As a result, people with High Execution IQ are more able to consistently execute and perform at high levels. More importantly, Execution IQ can be learned. The inventory provides objective feedback to which skills need to improve and which skills can be leveraged. The Wheel of Excellence<sup>®</sup> is a teaching tool that provides the effects for the psychological instrument. Pre and post tests, along with performance improvement verify the validity of Execution IQ, which has been successfully applied to the business, athletic and military realms with a zero failure rate. Businesses improve financial performance by 115% on average. Execution IQ: Grounded in Research — Universally Applied.