



Challenge

Goal Setting for a Growing Organization.

Sipchem, like many organizations, faces various challenges that hinder its ability to achieve its objectives. One of the most significant obstacles is a lack of focus due to the increasing number of key performance indicators (KPIs) and goals. With too many priorities, Sipchem struggles to allocate adequate attention and resources to any one goal.

This issue is exacerbated by the ineffective tracking and monitoring of critical goals, making it challenging to determine whether the company is making progress or falling behind. Additionally, departments within the organization struggle to align their priorities, leading to issues with goal prioritization. Finally, as Sipchem continues to grow and become more ambitious, its business plan becomes increasingly challenging to execute effectively. Addressing these challenges requires Sipchem to streamline its goals, improve its monitoring processes, and foster more effective cross-departmental communication and collaboration.

“4DX reflects the organization’s productivity, and it also encourages cooperation, involvement, and engagement of the entire team.”

— Saad Al Olayaan,
General Manager

Solution

A simple, repeatable formula for executing your most important priorities.

Sipchem started implementing the 4 Disciplines of Execution (4DX) methodology back in 2017, and it has since become an operating system and a backbone for more than seven years.

The 4DX framework has been instrumental in helping Sipchem set organizational and departmental priorities, with a focus on identifying and prioritizing the most important goals. This framework has also improved the alignment of goals within the manufacturing organization, ensuring that every team member is working towards the same objectives. By encouraging proactivity and engagement, 4DX has empowered Sipchem employees to take ownership of their work and to collaborate towards achieving shared goals. Overall, the 4 Disciplines of Execution have helped Sipchem maintain a clear focus on the most critical objectives while fostering a culture of accountability, engagement, and continuous improvement.

Results

23% Increase in Production and 82% Reduction in Unplanned Downtime

Implementing the 4 Disciplines of Execution (4DX) methodology has brought significant results for Sipchem. The plant's reliability has been in an increasing trend, indicating a significant improvement in operational efficiency.

The organization has achieved its highest ever production in 2021/2022, a testament to the effectiveness of the 4DX framework in driving performance. Since 2018-2022, 4DX has contributed to increasing the plant's production by an impressive 23%, while also contributing to a reduction of unplanned down days by 82% from 2019-2022.

These results demonstrate the significant positive impact that 4DX has had on Sipchem's operational performance, ensuring that the organization remains competitive in a challenging market. By continuing to use 4DX as an operating system and backbone for the organization, Sipchem can look forward to even greater success in the future.

Every year, organizations spend more than \$30 billion on strategy creation—and more than 80% of those strategies fail. FranklinCovey partners with you to turn sporadic performance into a system of consistent, predictable results. We do this by helping leaders narrow their focus, create clarity and commitment around executable targets, and mobilize people through *The 4 Disciplines of Execution*® to deliver breakthrough results. Our unique approach includes an execution system that lets you track progress in real time across the whole organization.

For more information, contact us at info@franklincoveyme.com or visit our website <https://franklincoveyme.com/the-4-disciplines/>

Industry

Chemical Manufacturing

Number of Employees

1000+

Solution

The 4 Disciplines of Execution®

Opportunity

Sipchem, a leading petrochemical company in Saudi Arabia, collaborated with FranklinCovey Middle East to implement the 4 Disciplines of Execution (4dx) methodology. The partnership aimed to improve Sipchem's focus and operational efficiency by implementing 4dx's goal-setting and execution framework.

About

Sipchem is a globally recognized manufacturer, producing and marketing more than 4.5 million metric tons of petrochemicals each year.



FranklinCovey
Middle East

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