

Jeff Wadsworth



Jeff Wadsworth is a senior business development leader with responsibility for leading the Execution practice and working with clients in FranklinCovey's Southeast region. Jeff originally joined FranklinCovey in 1994 as a strategic alliance leader for the Professional Services Group and transitioned early on into a regional general manager position.

Jeff has spent the last four years helping organizations get results through improved execution of strategy. He has dedicated himself to perfecting *The 4 Disciplines of Execution*® methodology within organizations. Some of his most notable work includes using the 4 Disciplines of Execution to drive results with Gaylord Entertainment, Lockheed Martin, Florida Power and Light, DuPont, Kroger, Azko Nobel, and Coca Cola.

Jeff has been married for 24 years and is the proud father of three children.

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- *The 4 Disciplines of Execution*®