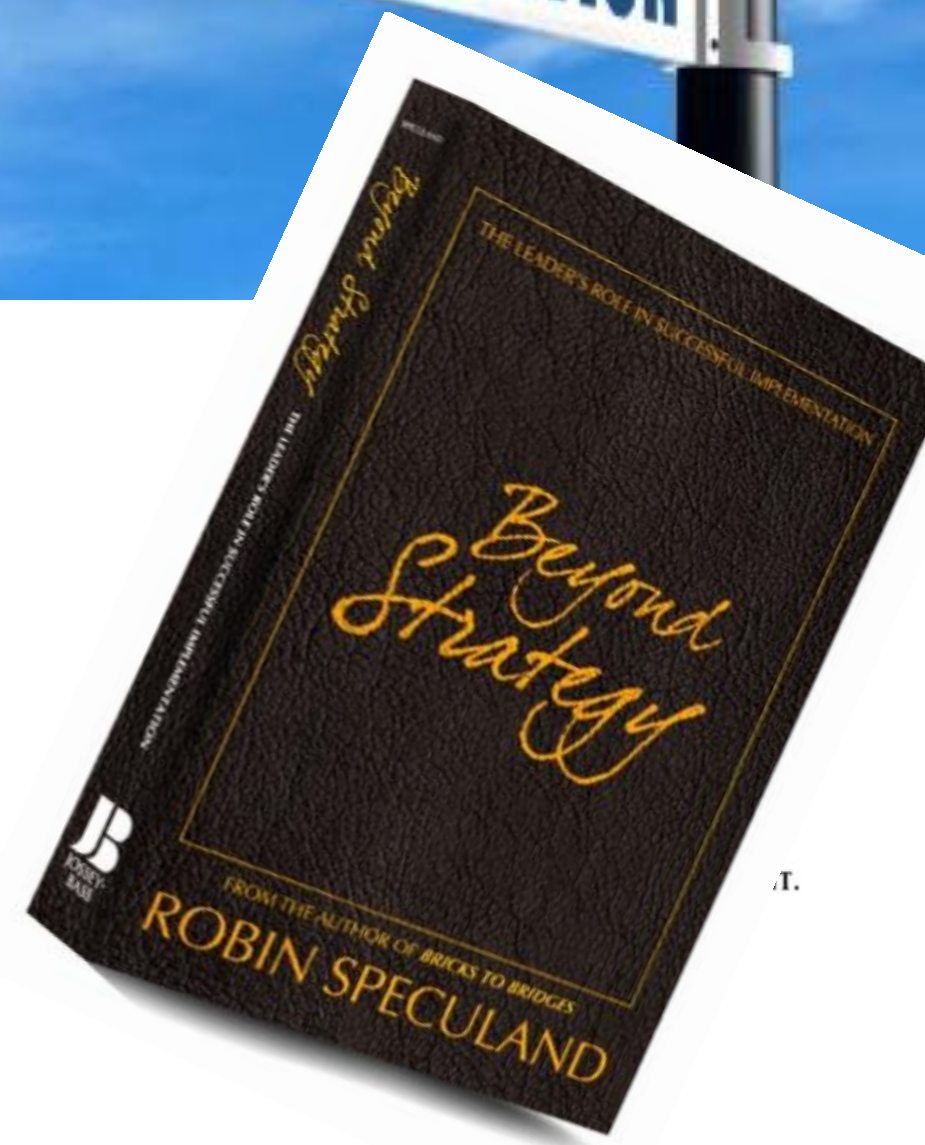




Beyond Strategy – the leaders role in successful implementation



*Work with me,
for just a moment*



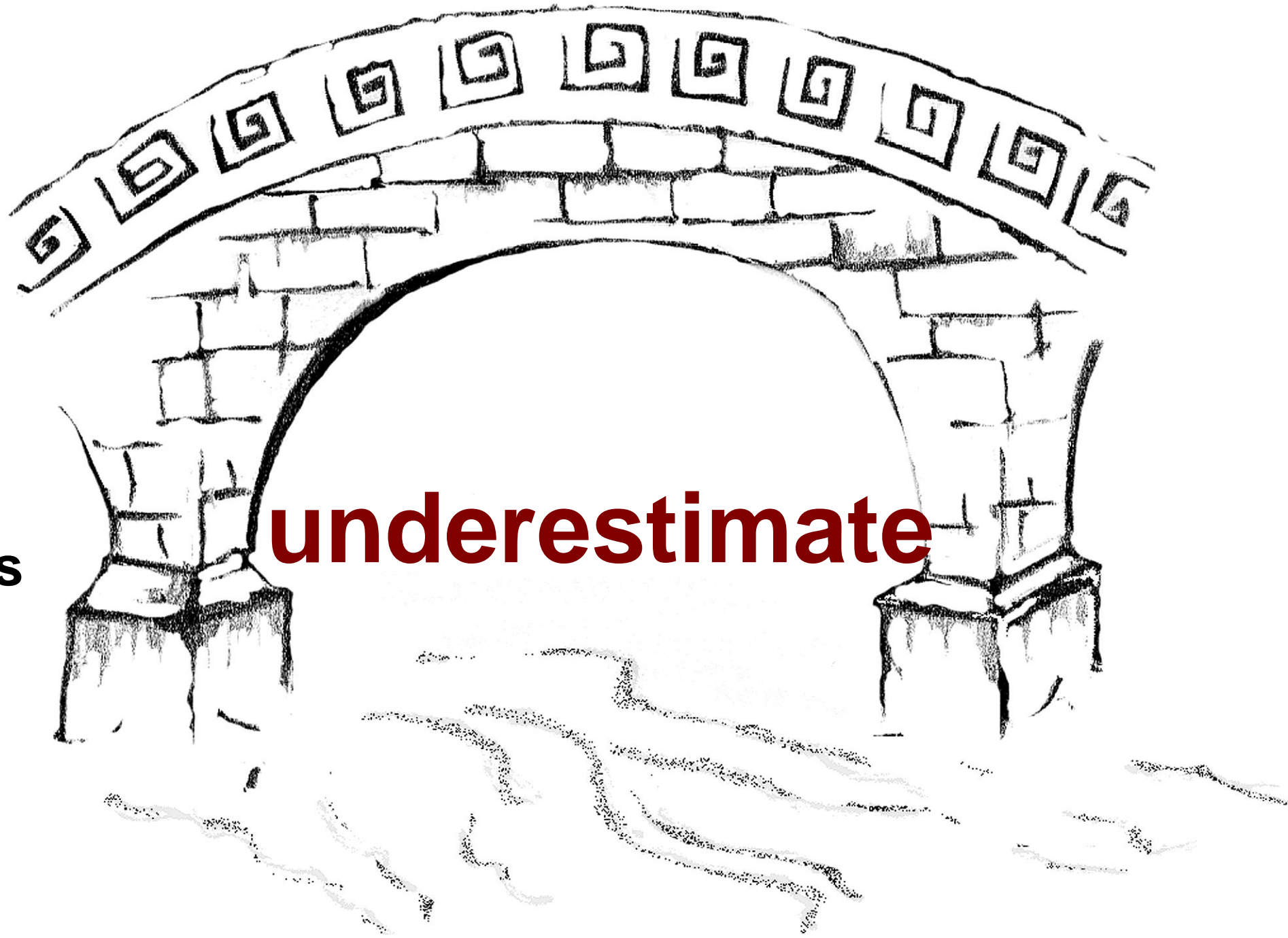


10%

NINE



Leaders



underestimate

the whole **strategy**
implementation
challenge.



Implementation



Would you prefer to have:

**A. Good strategy implemented
badly**

OR

**B. Bad strategy
implemented well?**



Leaders are educated **to**
plan not to
implement

**We only teach
strategy, not its
implementation**



Why Does Implementation **Fail?**



The Story of Strategy Implementation

so far...

The Current Equation

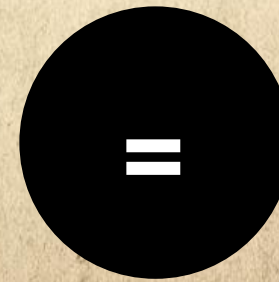
**Vision, Mission &
Values**



Strategy



**Change
Management**



RESULTS

**NOT FOR NINE OUT
OF 10 COMPANIES**

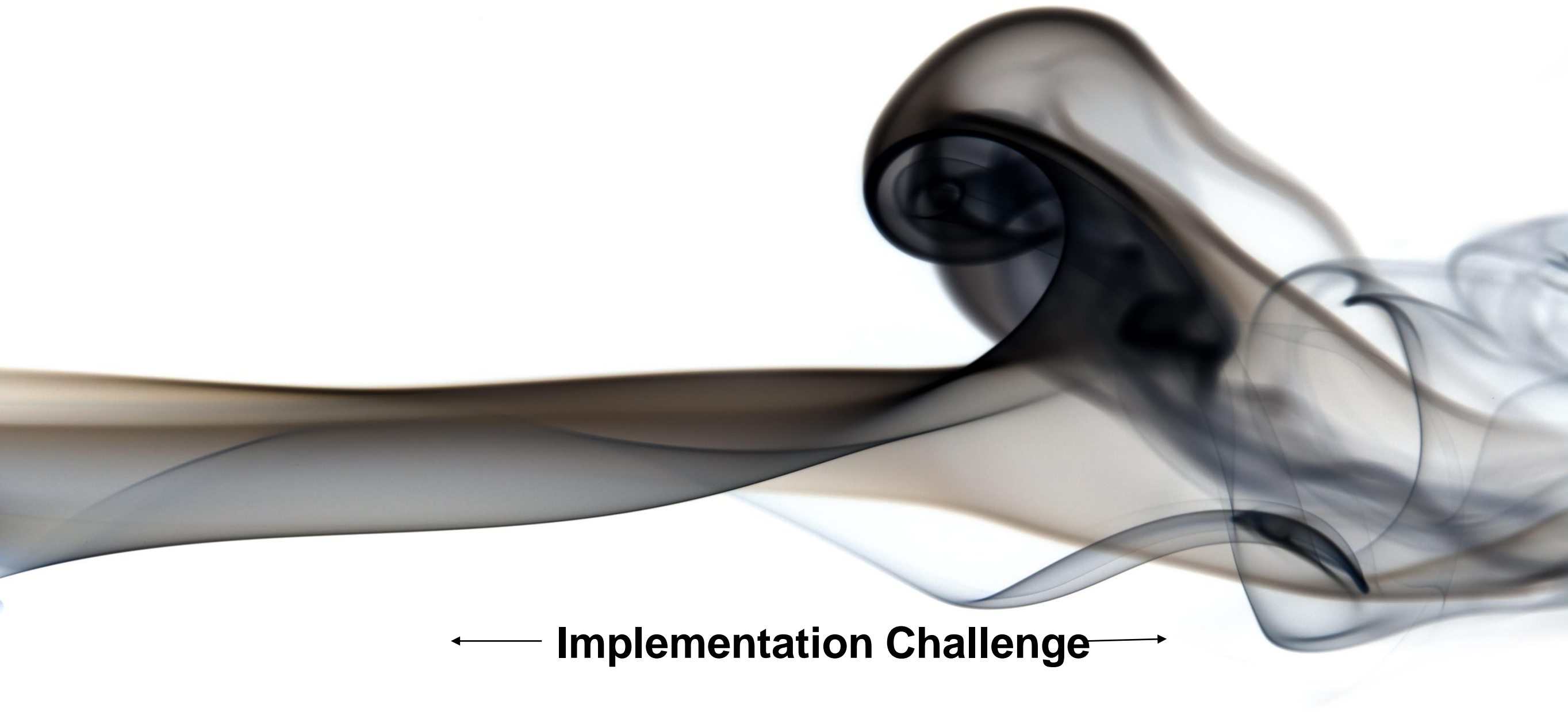
Bridges
13 Years of
Research

BRICKS TO BRIDGES



Make Your Strategy Come Alive

What do the **One** in ten companies do different?



← Implementation Challenge →

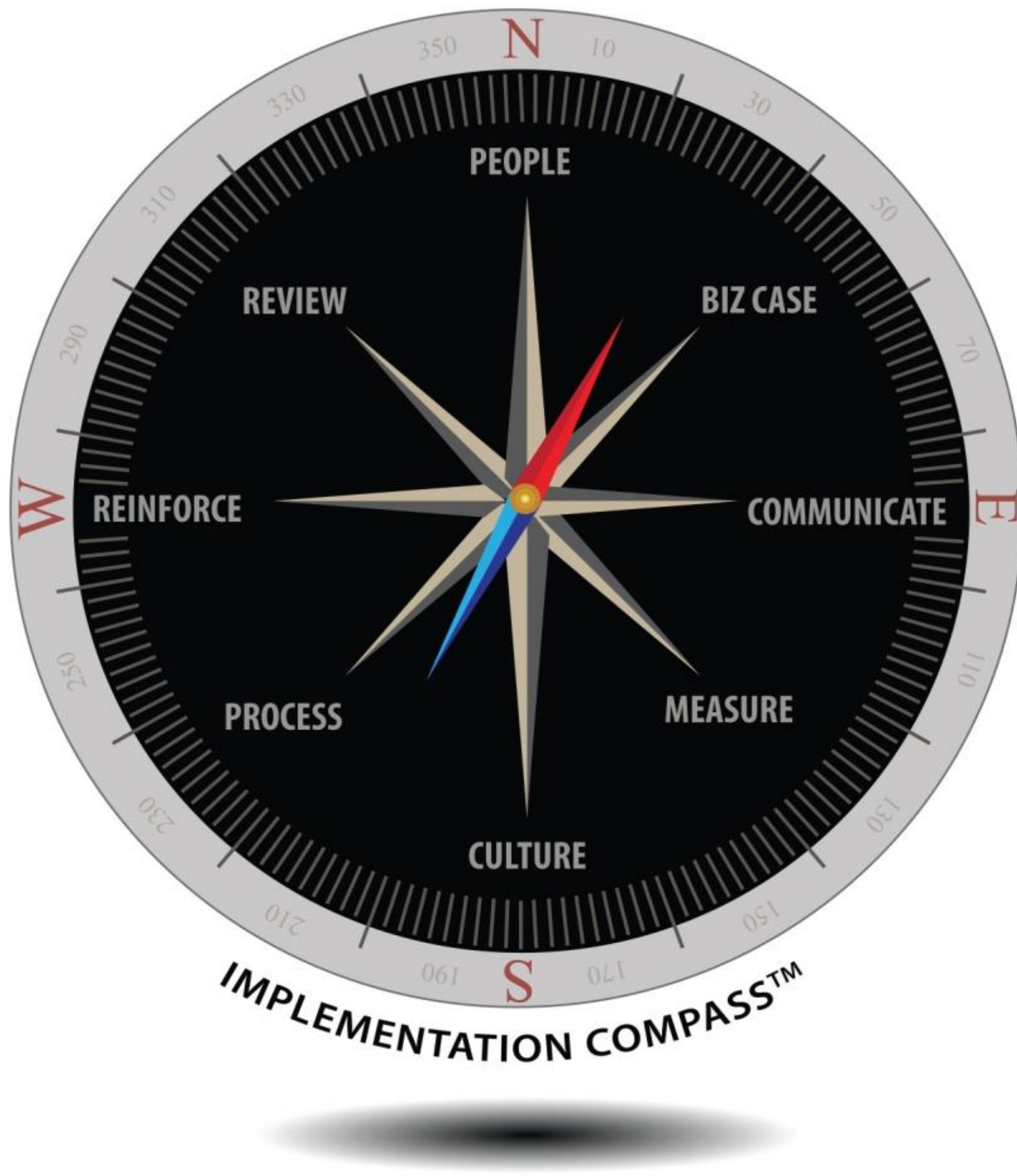


**Change
Management**



Implementation

Go beyond traditional change management



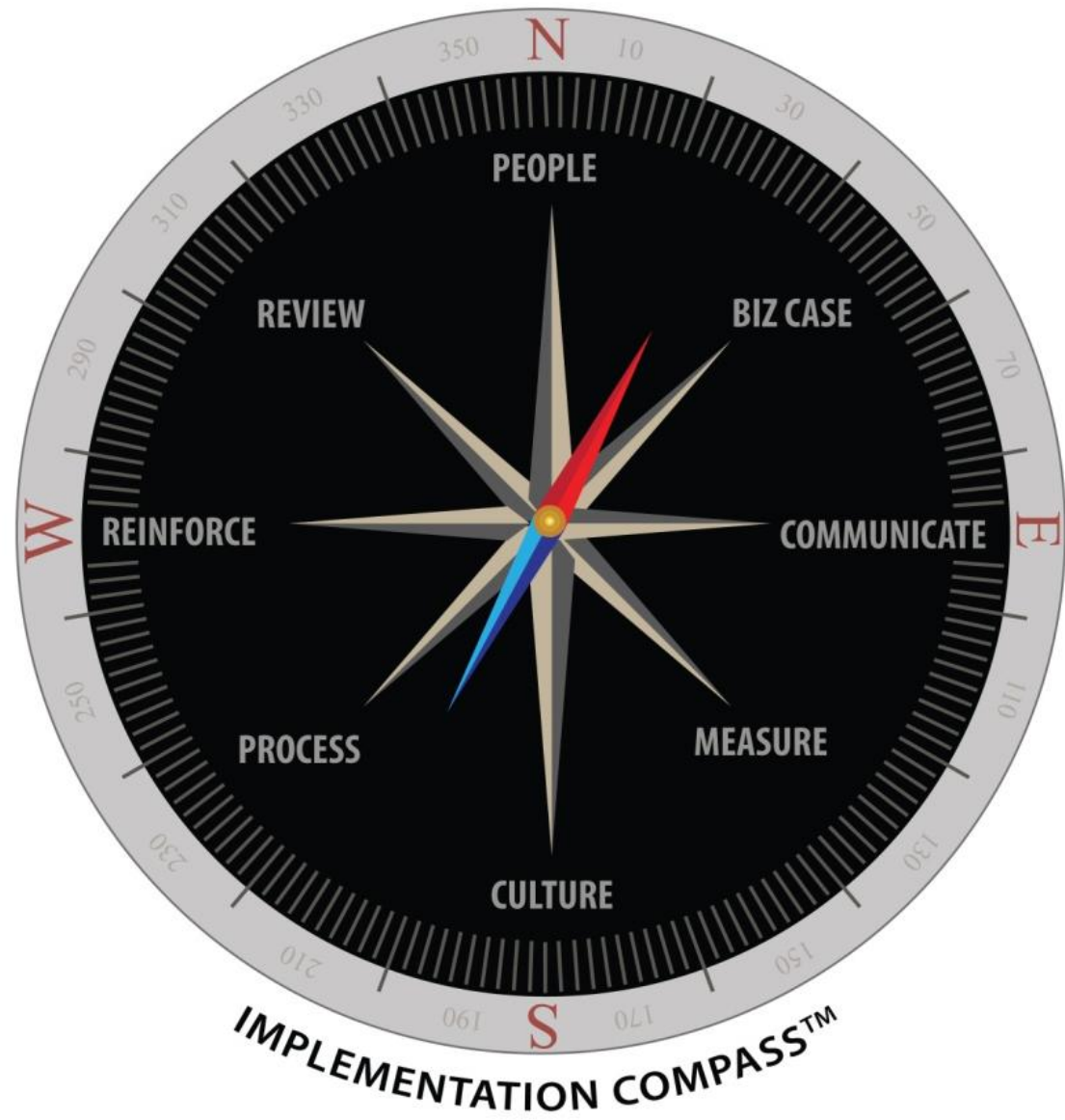
If strategy is about making the right choices

Strategy



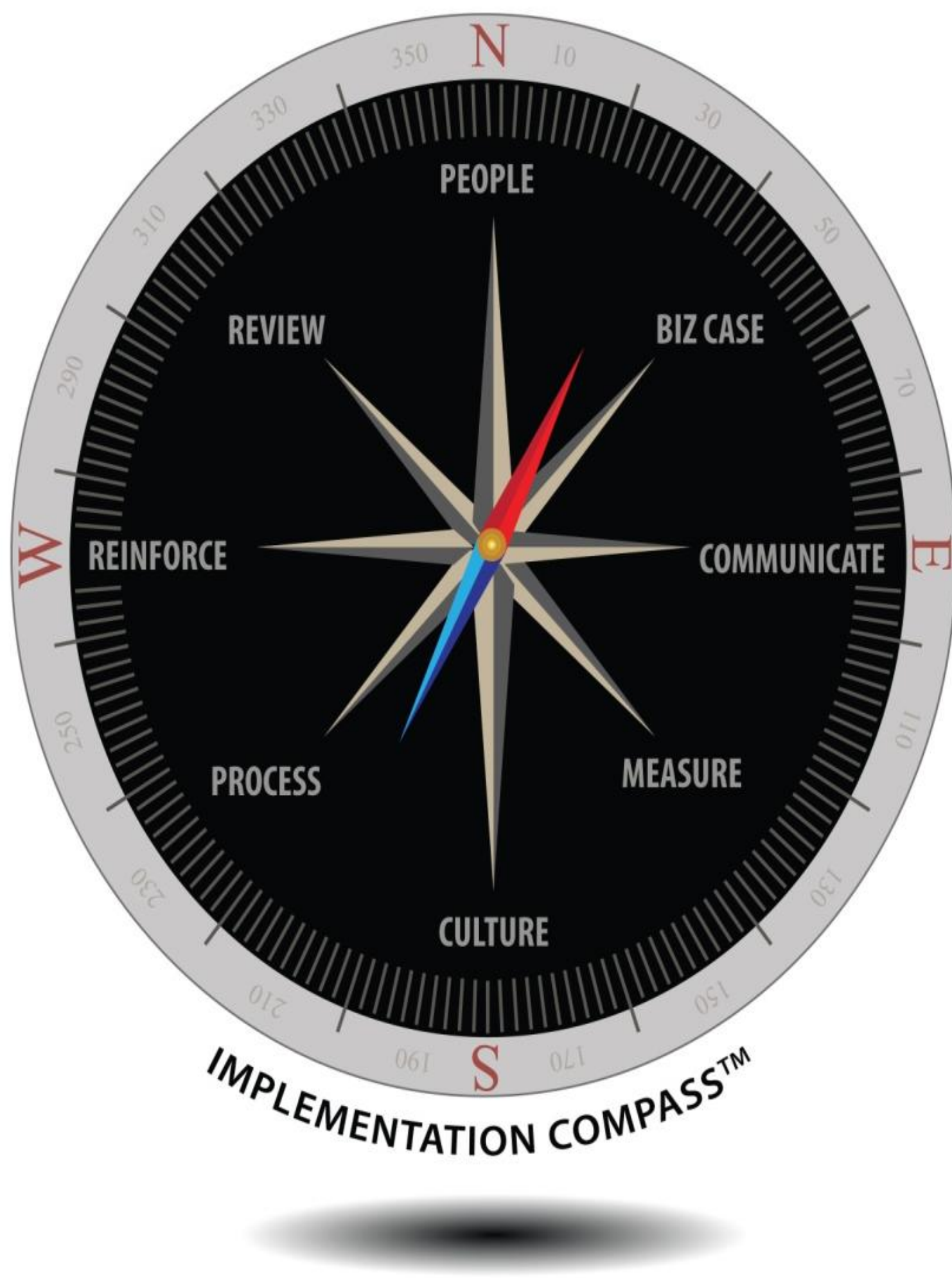
Deliverables

Then implementation is about...



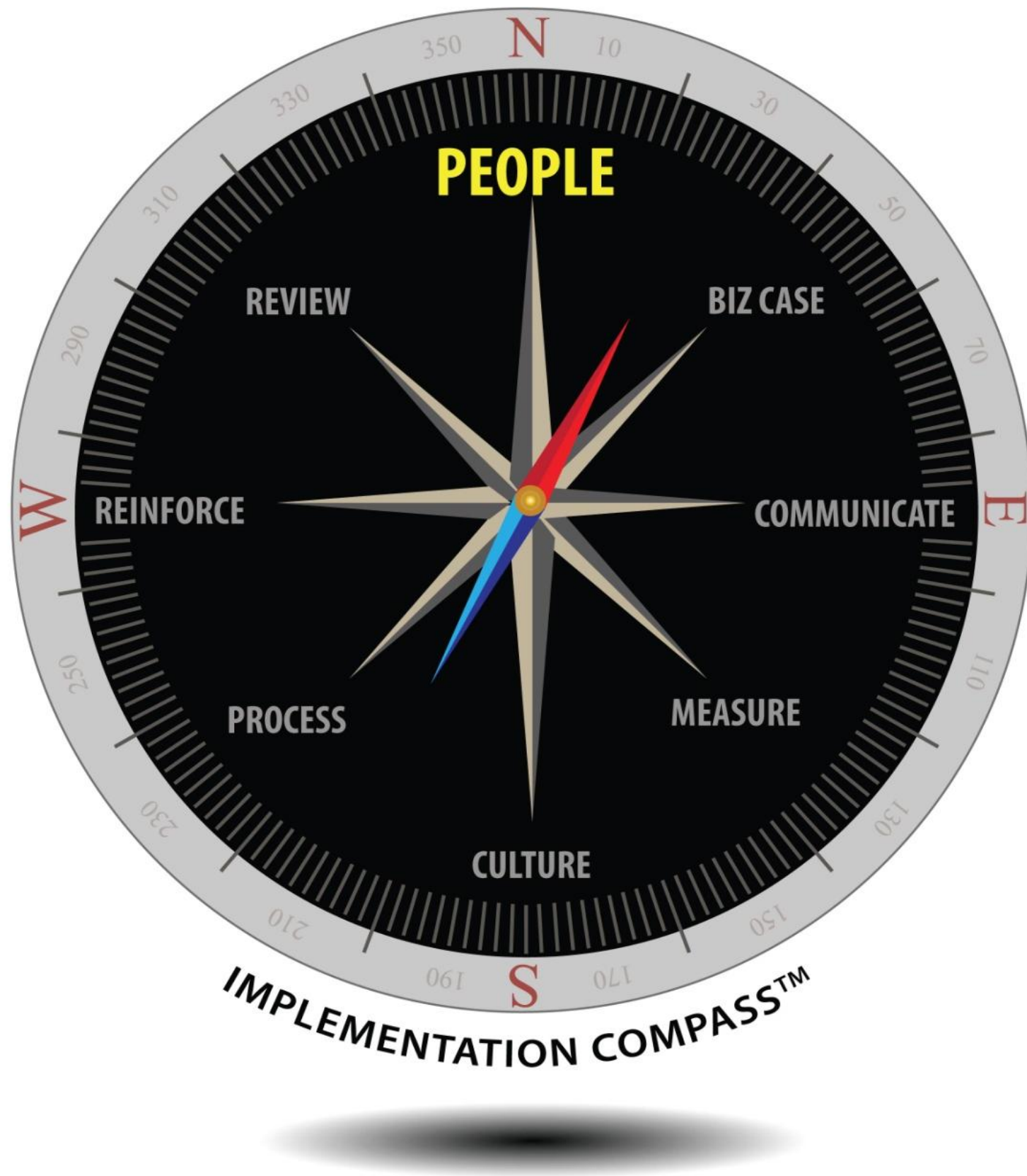
Implementation Compass™

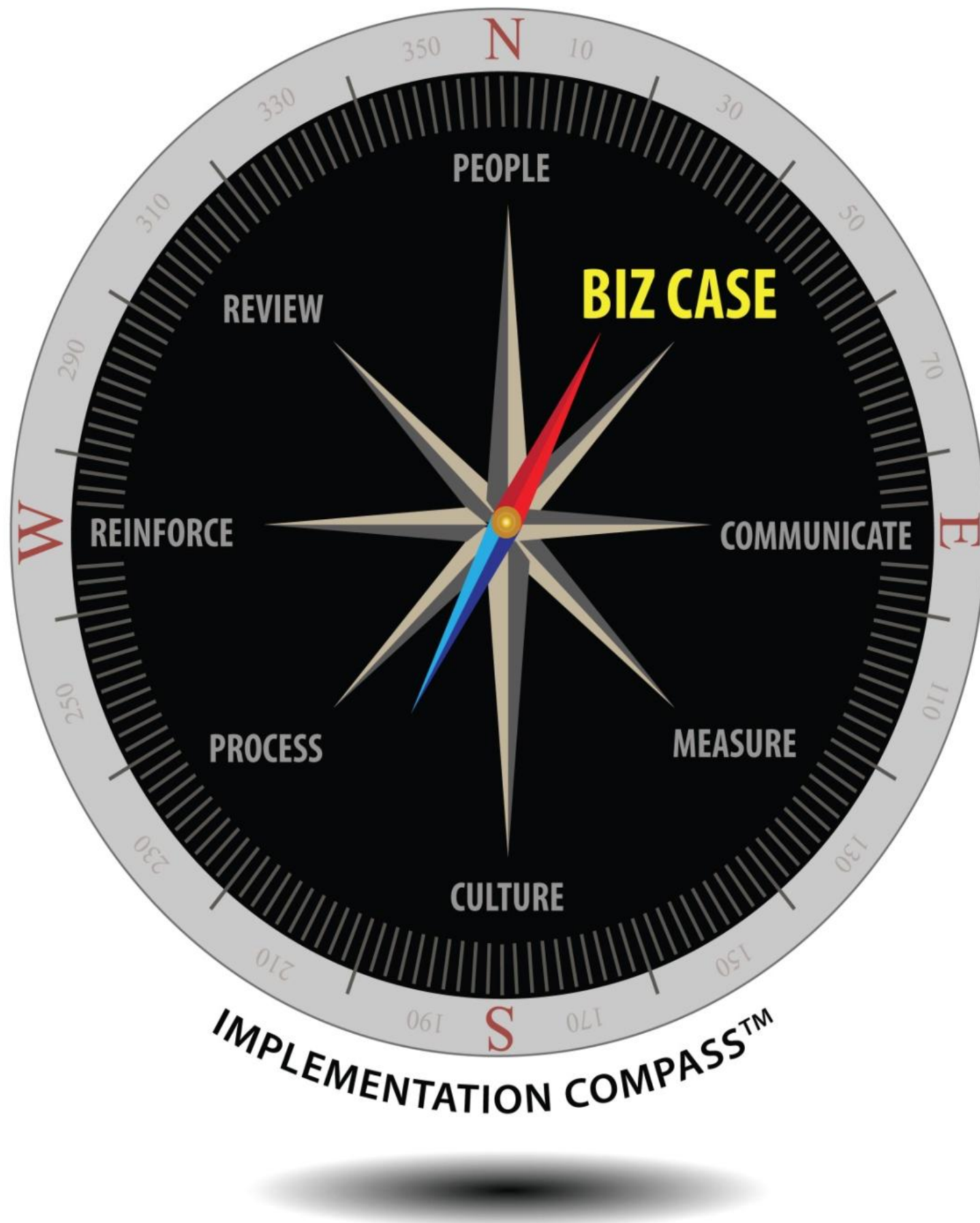
**A framework for
implementing strategy
by identifying and
taking the right
actions.**



Implementation is Impossible without People Engagement

Are you motivating employees to be involved in the implementation and do they know what action to take?





Create a Sense of Urgency

Explain why you need a new strategy both emotionally and logically.

To us, CPE means DOING THE RIGHT THING

To us, CPE means DOING THE RIGHT THING

To us, CPE means DOING THE RIGHT THING

[Flying high today...
but notice the dark clouds on the horizon]

We've spent the last 20 years climbing to a higher altitude, but with turbulence on the radar, are we really equipped for a smooth flight?
We all know what to do, but are we doing it?

Microsoft

[How long before we lose our grip?]

We have had a tight grip over our customers and partners over 20 years... but how long before THEY start letting go?
We all know what to do, but are we doing it?

Microsoft

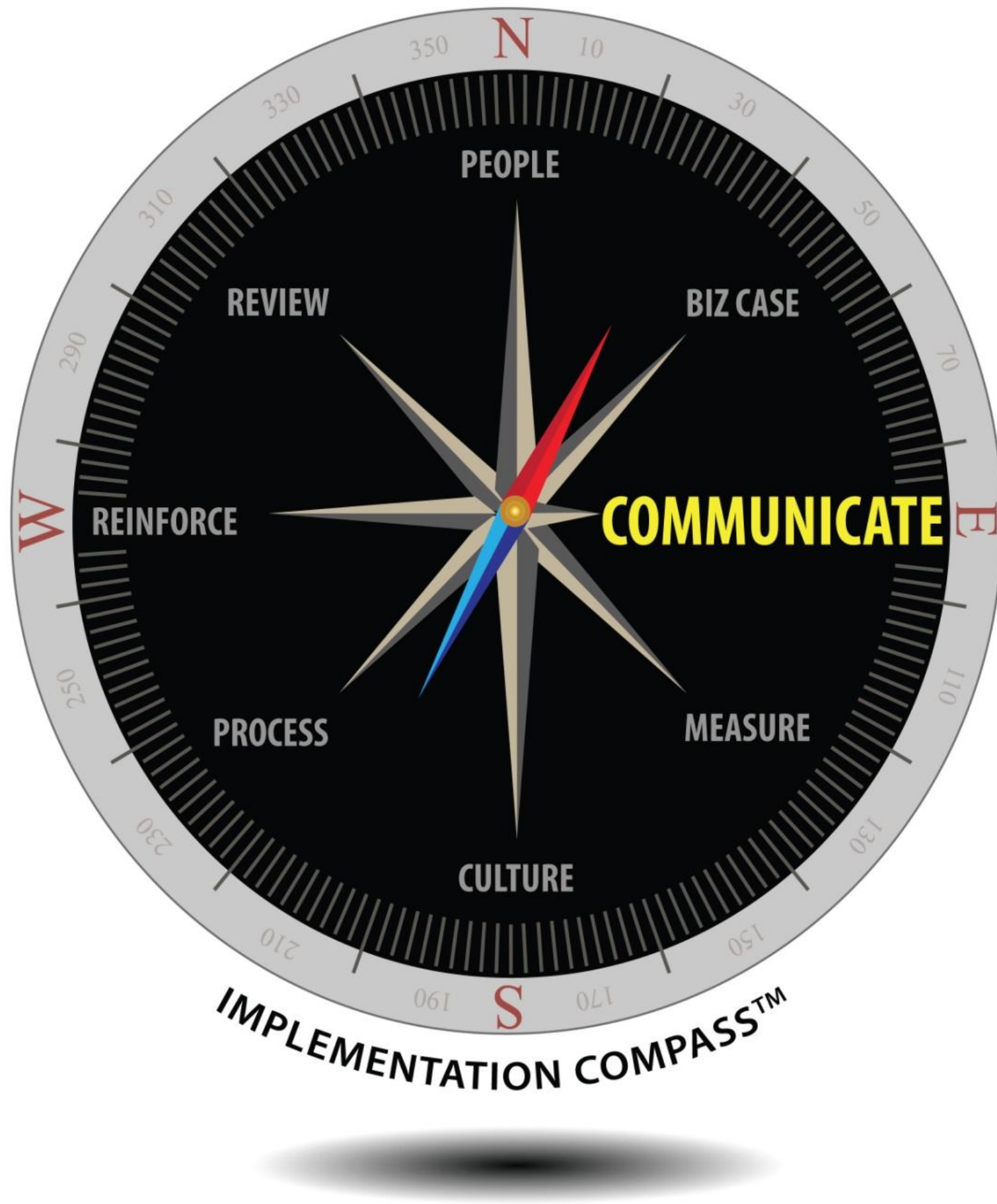
[It's a long way up, but a short fall down]

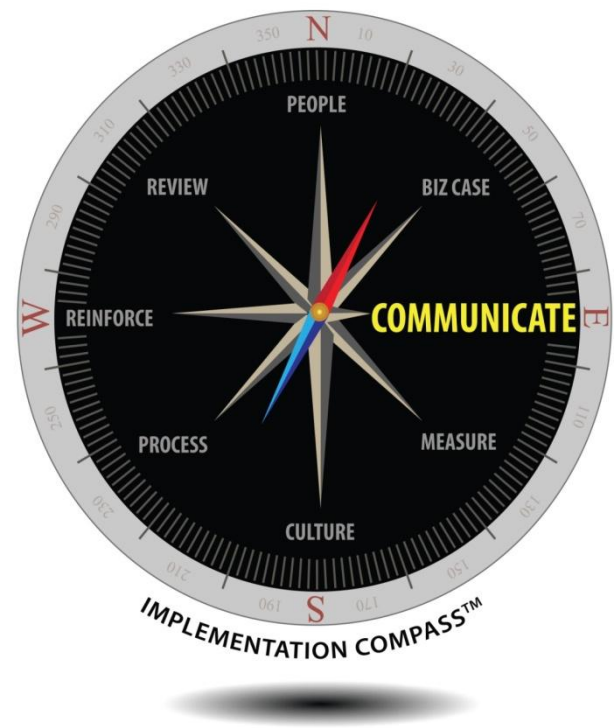
We've worked hard and have scaled extraordinary heights. But without customer satisfaction, can we ever reach the pinnacle of success?
We all know what to do, but are we doing it?

Microsoft®

Successful Communication Evolves Two Waves

Is everyone constantly
communicated to about
what's working, what's
not and what's going to
happen next?

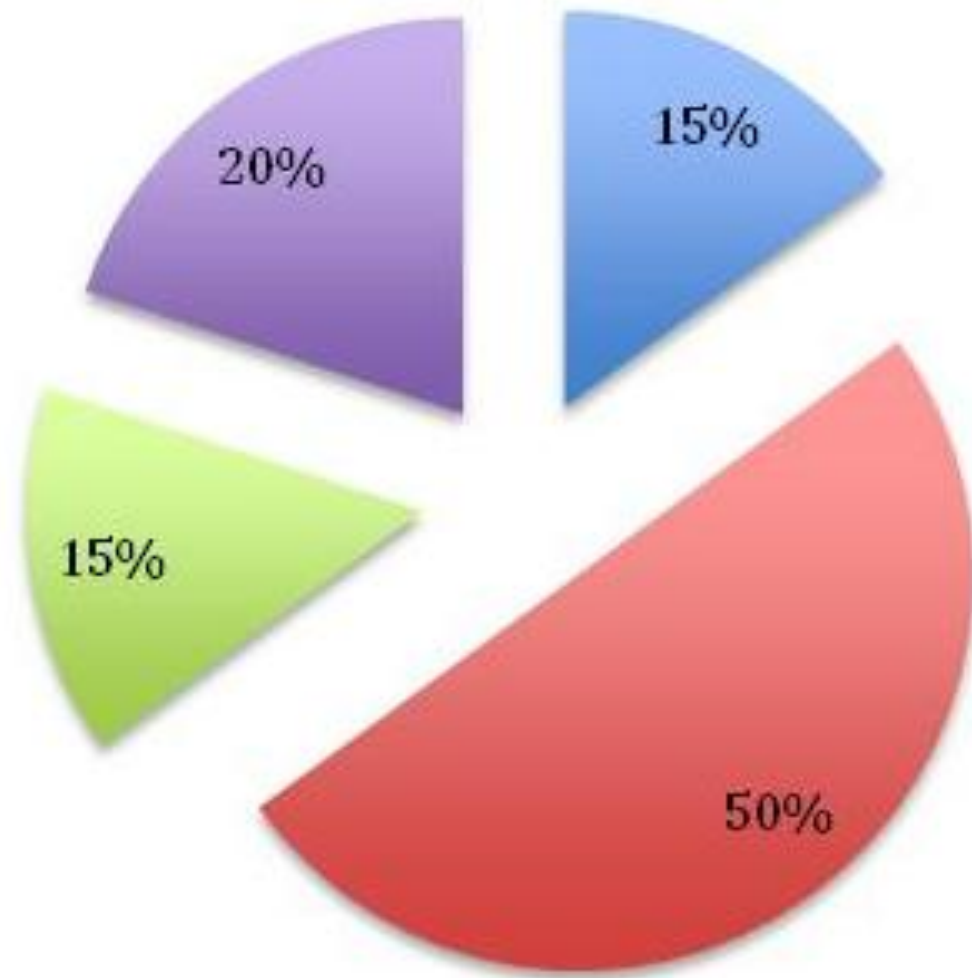




**What is the goal of
communicating strategy?**



Four Goals of Communication

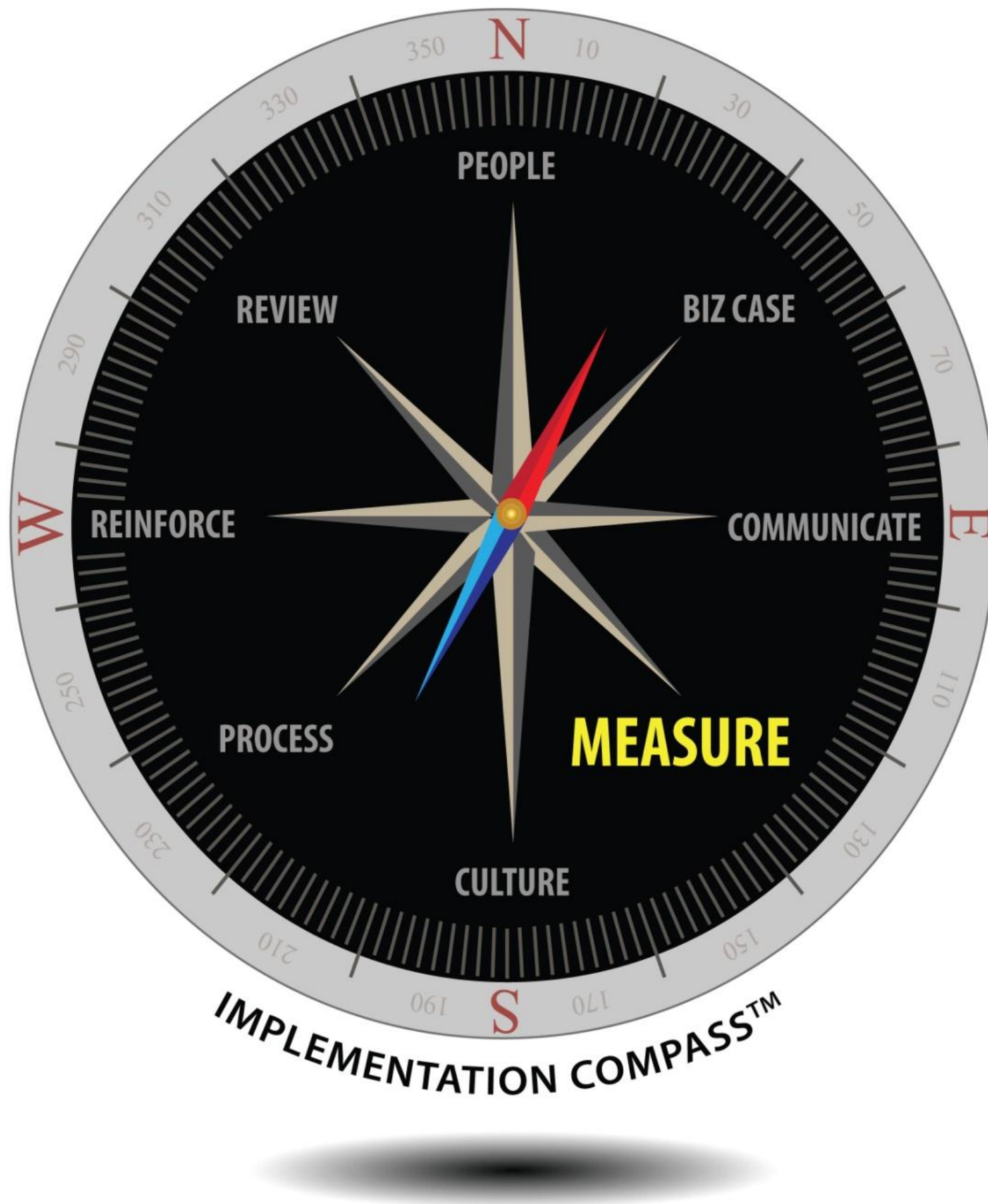


■ Sharing the strategy

■ Constantly update progress against the strategy and its objectives

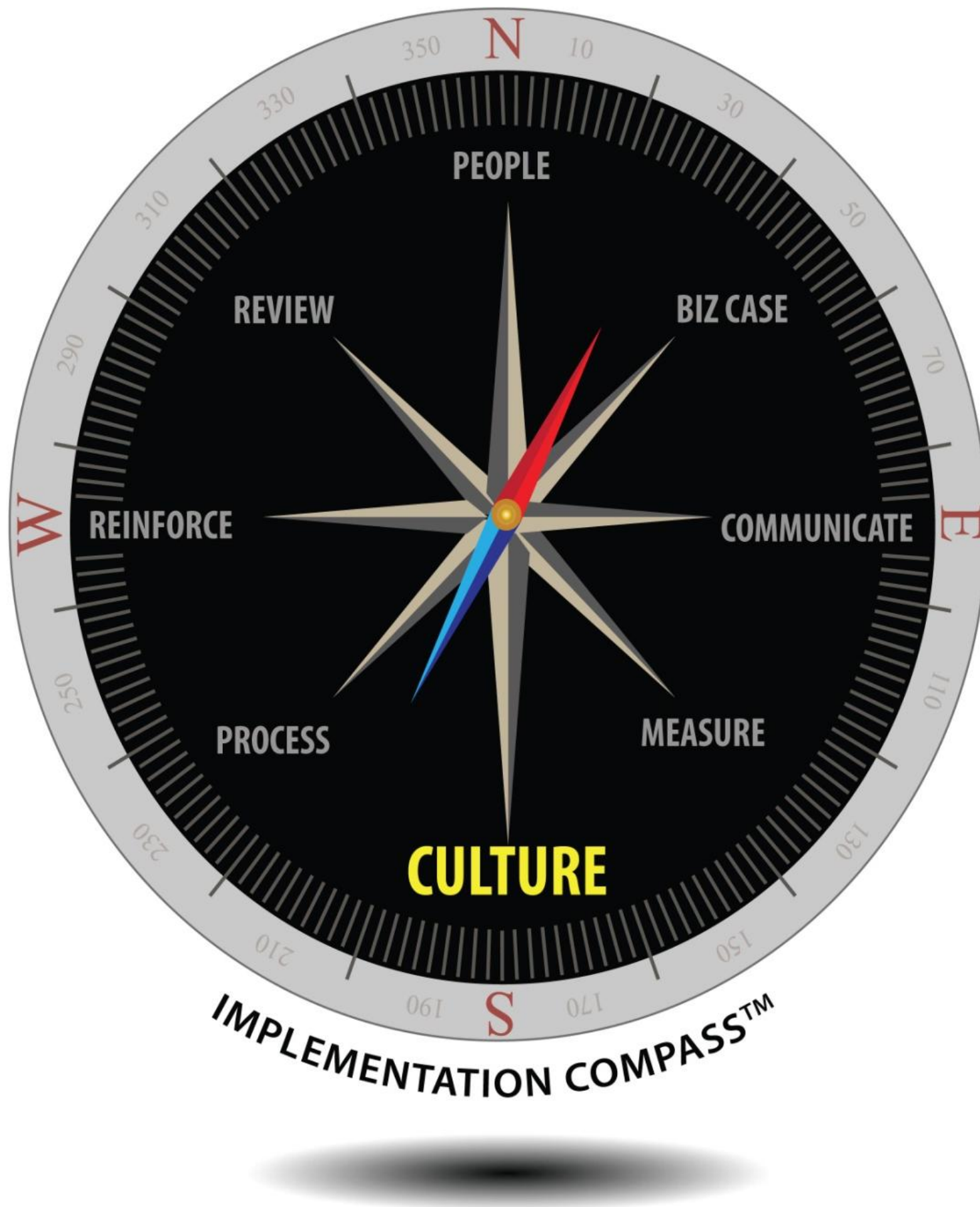
■ Explain the right actions to take to implement the strategy

■ Motivate staff members to take the right actions



Change Your Strategy, Change Your Measures

Are your measures
tracking the old strategy
or the new strategy?

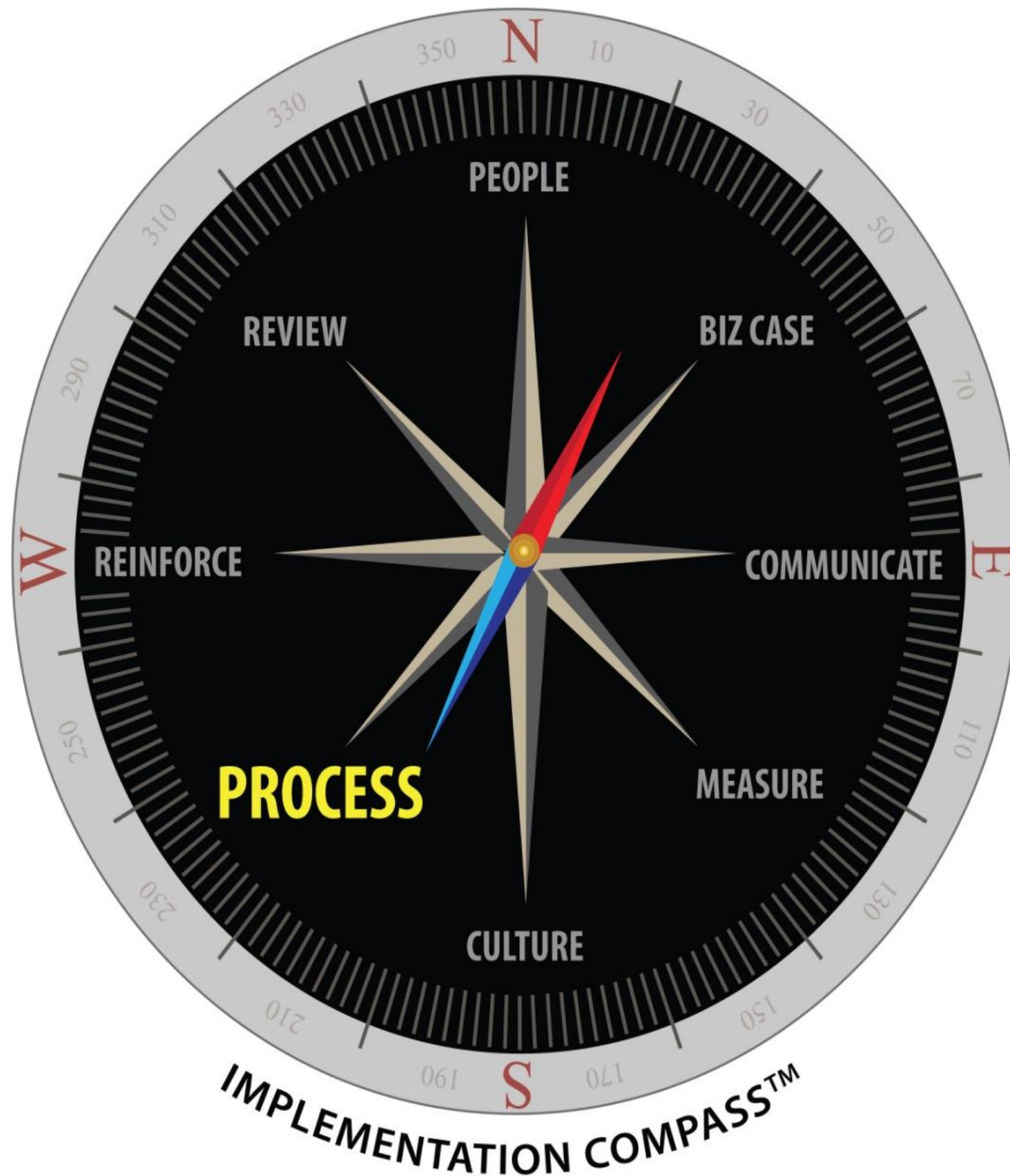


Culture Drives Your Implementation

Is the implementation aligned to your culture?

Align Processes to the New Strategy

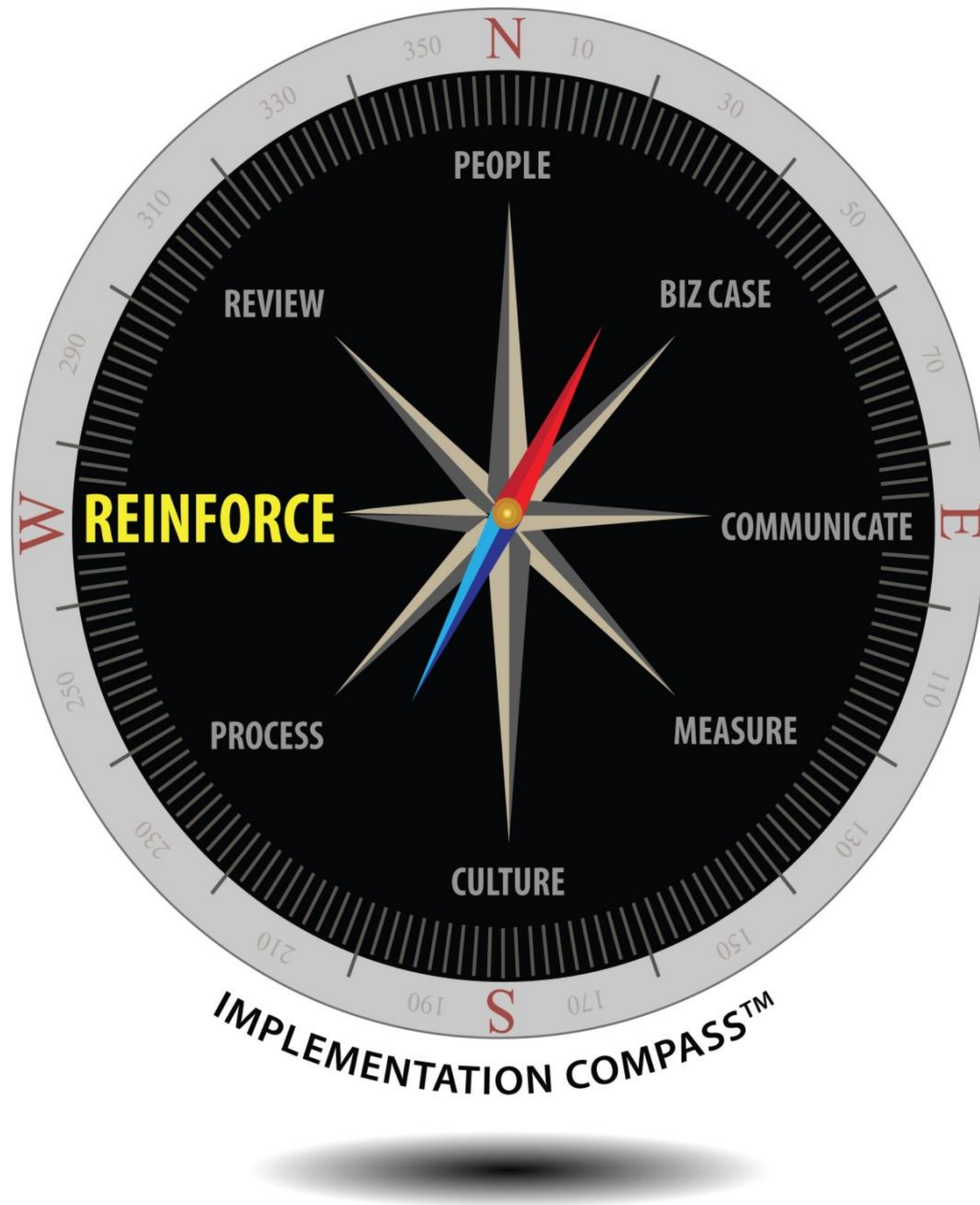
Do staff members have an opportunity to change the daily processes to meet the requirements of the new strategy?





Changing Pay Grabs People's Attention

Are the behaviors and actions required to implement the new strategy encouraged and reinforced?





Review Your Strategy to Know What is Happening

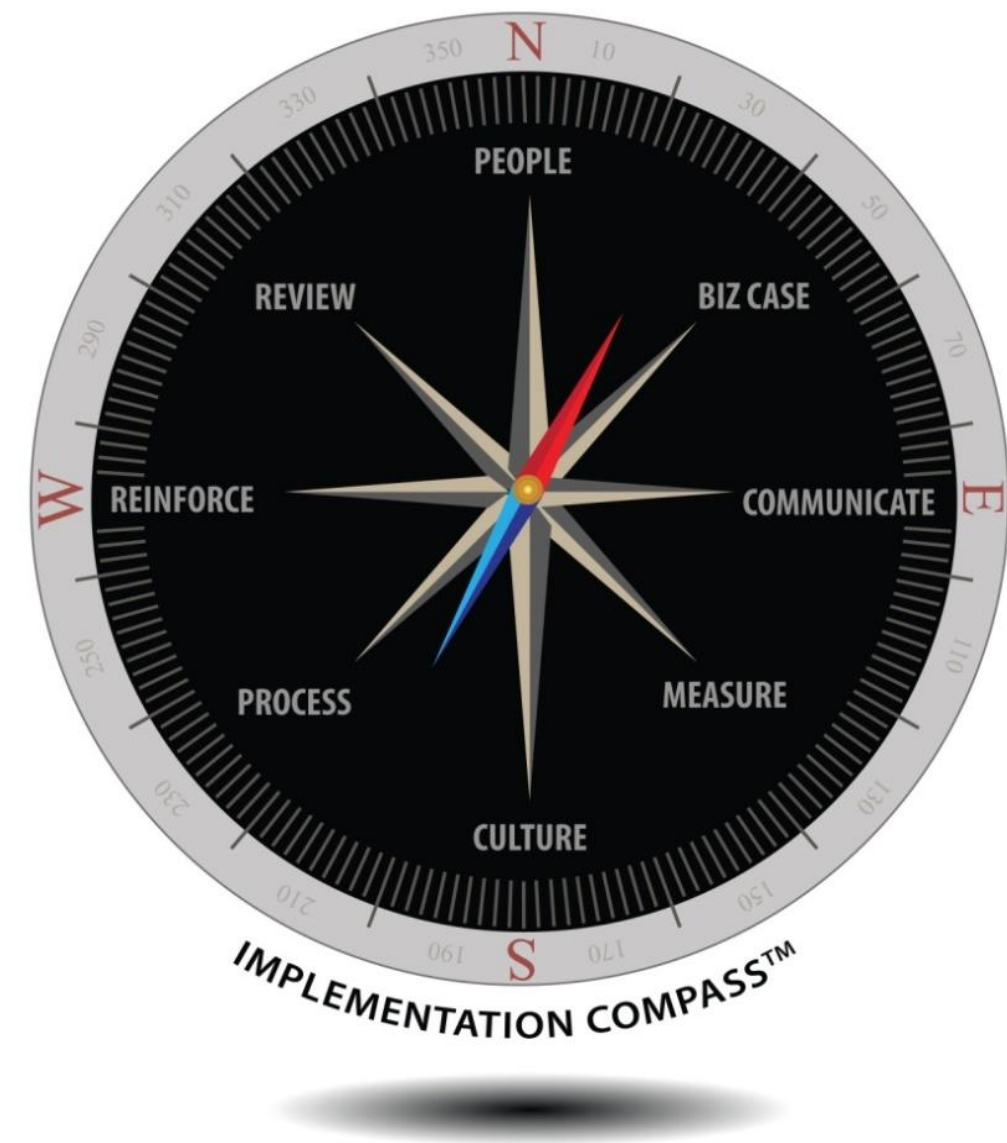
Ask “What have you done this week to implement the strategy”?



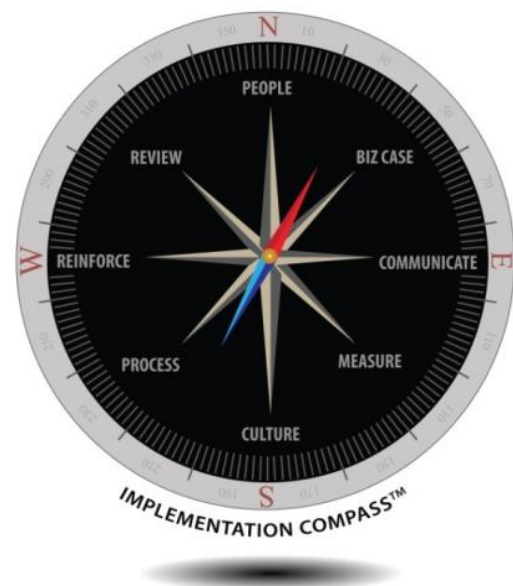
Change your language:
Don't say “I will try.”

Say,

I will complete this by...



1. Turn to a partner and share your thoughts on the compass.
2. Which direction is the hardest to implement?
3. Which direction receives the most resistance?
4. Which direction is the least practiced among leaders?



Implementation Compass Summary

People	Support
Biz Case	Urgency
Communicate	What's Happening
Measure	Performance
Culture	Alignment
Process	Synergize
Reinforce	Right Actions
Review	Discipline of Doing

**Launching on
2nd May 2013**



www.Implementation-Hub.com



Robin Speculand



BRIDGES
BRIDGES CONSULTANCY LTD.
Since 1998

Instilling the importance of implementation among leaders around the world

Strategy is about making the right choices. Implementation is about taking the right actions. Implementation, however, is not working: it's a fact and it needs to change.

There are two critical stages of implementation. The first is moving from strategy to implementation, while addressing the eight areas of excellence for execution and also identifying the right actions. The second critical stage is moving from implementation to performance by making sure the right actions are not only taken by everyone but that they deliver the desired outcomes. Even though the first stage is designed to deliver performance, it is not happening. This needs to play more attention to how we implement.

In the next few years what will leaders need to do to successfully execute strategy? We have been working on this question and in 2013, we will launch our next exciting new product.

Download Our Brochures

Find out more about Bridges Consulting Ltd.

Find out more about Bridges services.

Creating the Implementation Bridge

Why use? We are passionate about making your strategy come alive.

How we do it? By converting the big ideas into everyday actions through the Implementation Compass.

What we do? Our commitment is to ensure leaders successfully execute their strategy.

