



Execution Leadership

Leader's Role in Implementing Strategy

Leaders get it.

Leaders know that a titanic mistake in the past has been to focus more on crafting strategy than implementing it. This is not a hard sell to leaders. The staggering failure rate to deliver on their strategy promises has led to strategy implementation becoming an integral part of business today.

Leaders now want to know what to do.

The question leaders are now asking is “What do we need to do differently?” This is exactly what this seminar addresses. Too many leaders on too many occasions have been involved in too many failures. Research has piqued their curiosity and their high failure rate has acted as a catalyst for change.

Something needs to change and it starts with the leaders.

Based on *Beyond Strategy – The Leader's Role in Successful Implementation*, the seminar reinforces the key message that implementation can't be delegated. Leaders must spend more time overseeing the implementation and follow-up actions to succeed. If leaders only pay lip service to the implementation, then staff members will only pay lip service to it, too. Consider also that customers do not notice your strategy, but they do notice its execution.

Avoid the mistakes your competitors hope you will make.

When implementing strategy, no organization sets out to fail, but they still fail nine out of ten times. Similarly, no one sets out to craft a bad strategy! The only way we know a strategy is good or bad, however, is by implementing it. And the only way we know an implementation is succeeding by reviewing it. During the reviews, leaders become aware of what is working and what is not—and from there can take corrective action. Most leaders lack the discipline to do this.

Agenda

- Define what leaders must do differently.
- Learn the latest thinking in the field.
- Identify the specific actions leaders must take to execute the strategy.
- Share case studies and stories, including “A Contrast of Leadership at HP”.
- Discuss what you and your organization must do differently.