

Execution Leadership Keynote

How Leaders Excel in Execution



Leaders get it

The question leaders are asking today is, “What do we need to do differently?” They know that a titanic past mistake has been to focus more on crafting the strategy than implementing it. The staggering failure of leaders to deliver on their strategy promises should have them fired and it has now led to execution becoming an integral part of business today.

Something needs to change and it starts with leaders

Leaders who developed the strategy must also implement it. This requires them to change their attitude, approach and actions. Many actions they need to take go against conventional beliefs.

Implementation never goes according to plan

As a leader, whatever you plan in the board room to implement strategy is guaranteed to change. Therefore, you must have the skill to both *craft* and *execute* strategy. It also means you have to lead your organization through its implementation journey to your desired strategy destination and not delegate your implementation responsibilities.

Excellence in execution is critical

This thought-provoking and engaging keynote identifies the actions leaders must take to successfully implement strategy and is based on Robin Speculand’s new book *Beyond Strategy*. Strategy requires making the right choices; implementation requires taking the right actions and because every organization is different, every implementation is unique.

There are, however, some critical tactics you can adopt to excel in execution:

- Identify the “Strategy Customers”
- Change daily dialogues from operations to strategy implementation
- Be the “Voice of the Strategy”
- Brand the strategy
- Change the strategy, change the measures
- Create a “to stop” list
- Review implementation every two weeks

An entertaining presentation that hits hard on what leaders need to differently to excel in execution.