

## Make Your Strategy Come Alive – What to do after you have crafted your strategy



Have you ever invested the time to craft a strategy and then been disappointed with its results? Or have you been involved in a workshop to design a new plan and then got so caught up in the day-to-day business, the action items were forgotten? Or have you been part of a project that, despite everyone's best efforts, did not deliver the desired results? Most leaders have, as research shows:

“9 out of 10 companies fail to implement strategy successfully.”  
- Bridges' 10 years of research

This highly engaging and enriching one-day seminar, based on the international bestselling book *Bricks to Bridges Make Your Strategy Come Alive*, addresses the challenge of implementing strategy. Starting where most seminars end, it explains what to do after you have crafted your strategy. It's packed with what works and what to avoid, plus the latest thinking in the field and a framework to guide you on your implementation journey.

When leaders create a strategy, the best minds in the organization come together. They devote their time, energy and effort to identifying ways to outplay the competition, win market share and increase profits and shareholder value—all tough challenges to tackle.

Yet despite this focus, most strategies created fail to deliver.

### **It's not the plan that gets results; it's the implementation of the plan.**

Like making a plan to diet or exercise, it is not the *plan itself* that makes the difference; it's *implementing* it. Today, leaders need to have the skill sets to both craft and execute strategy in their organizations.

Taking a new strategy into the whole organization and making it come alive is a tougher challenge than most leaders anticipate.

This seminar has come alive for more than 10,000 people in the past six years. It explains why change management is flawed, recommends global best practices and provides the framework the Implementation Compass™ to identify the right actions.



## Agenda

- Determine why change management has not worked for 40 years and how you can avoid the pitfalls that occur today
- Learn a new, more effective archetype of implementation that works by providing a roadmap
- The Implementation Compass™—a strategy implementation framework for identifying the right actions based on the eight areas of excellence for execution
- Best Practice Case Studies—both local and international examples of what works
- Assessment on your organization's readiness to implement its strategy
- Dynamics of Change—how to manage the four different ways people react to change
- Culture Life Cycle—an explanation of why organizations must keep changing
- Understanding the impact of shorter strategy life cycle on implementation
- Tips on what works and what to avoid