

Make Your Strategy Come Alive Keynote

**Five birds sit on a fence and three decide to leave.
How many birds are left on the fence?**



The answer is of course, five. Why? Because the birds discussed what needed to be done at their three-day meeting. They developed a strategy on how to leave the fence. They chatted about the benefits of flying off and even had weekly conference calls. But they continue to sit on that fence as they didn't do the one thing that would make a difference - take the right action.

The same rubric can be applied to most businesses. Most strategy implementation efforts don't work; they fade out along the way and fail to deliver because the right action is not taken. Most leaders underestimate the challenge, effort and commitment involved in executing strategy.

“9 out of 10 companies fail to successfully implement their strategy to achieve the desired results.”

Bridges 10 years of Research

This is a straight-talking, highly engaging, no nonsense presentation that is invaluable to any company that wants to excel in strategy execution.

This entertaining and engaging presentation covers:

- Know where you're going and how to get there using the 'Implementation Compass™' framework
- Find out why change management frequently fails
- Investigate what works and what to avoid
- Identify how to take the right action
- Discover how to galvanize your workforce into action beyond a coffee mug and t-shirt