

Execution Leadership Keynote

Six Global Best Practices for Leaders to Excel in Execution

Leaders get it. The question leaders keep asking today is, “What do we need to do differently?” They know that a titanic mistake in the past has been to focus more on crafting a strategy than implementing it. Their arguments in the past decade, combined with their staggering failure to deliver on their strategy promises, have led to strategy implementation becoming an integral part of discussions 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 always changes. Therefore, you must have the skill to both *craft* and *execute* strategy. That also means you have to lead your organization through its implementation journey to your desired strategy destination.

Role of executing strategy with excellence is critical. This thought-provoking keynote identifies the actions leaders must take to successfully implement and is based on Robin Speculand’s new book *Beyond Strategy*. Strategy requires the “big think”; implementation requires taking the right actions and because every organization is different, every implementation is unique.

You can excel in execution by adopting such best practices as:

- Identifying the “Strategy Customers”
- Changing daily dialogues from operations to strategy implementation
- Being the “Voice of the Strategy”
- Branding the strategy
- Changing the strategy, changing the measures
- Creating a “to stop” list
- Reviewing implementation every two weeks