

Make Your Strategy Come Alive – What to do after you have craft your strategy?



Have you ever spent months creating strategy only to see it fizzle out? Or have you been to a workshop where you craft a new initiative and then get so caught up in the day-to-day business, the workshop action plans are derailed? Or have you been part of a project that, despite everyone's best efforts, did not deliver the results. Most leaders have experienced this, especially as:

“9 out of 10 companies fail to implement strategy successfully.”
Bridges Nine Year Research

This exciting, new and highly motivating one-day seminar, based on the international bestselling book *Bricks to Bridges Make Your Strategy Come Alive*, addresses the challenge of implementing strategy. It starts where most seminars stop and explains what to do after you have crafted your strategy. It is packed with what works and what to avoid, latest thinking in strategy implementation and a framework to guide you on your implementation journey.

When leaders create a strategy, the best minds in the organization come together and 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 they create fail to deliver.

Like making a plan to diet or exercise, it is not the plan itself that makes the difference; it is *implementing* it.

Taking strategy to the whole organization and making it come alive is a tougher challenge than most leaders anticipate. After all it is not the strategy that delivers the revenue but its successful implementation.

Today's competitive age requires every organization to move away from the tough challenge of just creating a strategy to the even tougher one of implementing it. Business leaders have a wide choice of tools, techniques and consultants to help them create strategy. But when it comes to implementation, they have largely been left to fumble on their own. Not anymore!

This workshop itself comes alive in explaining why change management is flawed. It explains the global best practices in strategy implementation and provides the framework called the Implementation Compass™.



Day One - Morning

- Solve this riddle and you will understand the first part: *Five birds sit on a fence; three decide to leave. How many birds are left on the fence?*
- 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 critical areas
- Best Practice Case Studies – both local and international examples of what works
- Assessment on your organizations readiness to implement its strategy
- Best-in-the-World Organization – an understanding of how effective implementation can make your organization a global leader

Day One – Afternoon

- 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 of how life cycle of strategies are becoming shorter and shorter and therefore implementation is becoming more and more important
- Tips on what works and what to avoid