

Making Your Strategy Come Alive Keynote Why Strategy Implementation is Important

**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 offsite meeting. They developed a strategy on how to leave. They chatted about the benefits of flying off and had numerous conference calls but continued to sit on that fence. They did not do the one thing that would have made 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. Overwhelmingly, this is because 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 Nine Years Research

Making Your Strategy Come Alive is a straight-talking, highly engaging, no-nonsense presentation that will be invaluable to any company that truly wants to make implementation work. The information and research is extracted from Bridges signature seminar by the same name that has been alive for 5 years, for 10,000 people in 35 cities around the world.

Hear about how you can:

- Know where you're going and how to get there with the 'Implementation Compass™'
- Find out why change management fails in leading companies
- Discover how to galvanize your workforce into action beyond a coffee mug and t-shirt
- Find out what works and what to avoid
- Use a framework for implementing strategy, something that is missing in business today