

# Robin Speculand

## PROFESSIONAL PROFILE



The current approach to implementing strategy is not working, and a different thinking is required.

Robin Speculand is driven to transform strategy implementation by inspiring leaders to change their attitude and approach. His work begins when leaders are crafting their organizations' strategy and starting to define how to implement it.

Robin is a global pioneer and expert in strategy implementation. He is the founder and CEO of Bridges Business Consultancy Int and creator of the Implementation Hub—the first portal in the world dedicated to strategy implementation and featuring over 500 resources. Since assisting its first client, Singapore Airlines, Bridges has worked with governments, multinational corporations and local organizations across five continents to execute their strategies. Guiding Bridge's clients' implementation journeys involves transferring knowledge, tools and templates developed over two decades. Tools Robin has innovated include the Implementation Compass™, a proprietary framework for successful implementation, IMPACT, a toolkit with a structured approach for implementing actions in 90 days and Readiness2Execute, an audit of your organization's execution capabilities.

A prolific writer and thinker on implementing strategy, Robin is an international bestselling author. His books include *Bricks to Bridges—Make Your Strategy Come Alive*, which set the benchmark for new thinking in his field, *Beyond Strategy—The Leader's Role in Successful Implementation*, John Wiley & Sons, *Building Your Execution Plan—182 Strategy Implementation Questions* and his latest, *Excellence in Execution—HOW to Implement Strategy*, Morgan James, that provides a new approach to adopting the right mindset, toolset and skillset.

His pioneering work has been featured on various media: BBC U.K. & Global, CNBC, *Financial Times*, *Sunday Telegraph* and *Singapore Straits Times* and in strategy journals and international print.

A sought-after keynote speaker at strategy and international business forums, Robin is also an award-winning case writer, an educator for Duke CE, the co-founder of the Strategy Implementation Institute, and an adjunct faculty member at the Office of Executive and Professional Education in Singapore Management University. Outside of work, he's a die-hard ironman athlete.

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