

Global
Pioneer & Expert in
Strategy
Implementation



Robin Speculand

PROFESSIONAL PROFILE

A leader today needs both the ability to formulate strategy and the skills to execute it. The current global drive toward imbuing implementation as an organization competency is motivated by the fact that the right strategy and the ability to implement it is a worldwide business differentiator.

Robin Speculand is a global pioneer and specialist in strategy implementation and is driven in assisting leaders to successfully execute their strategy. He is the founder and chief executive of Bridges Business Consultancy Int and the creator of the Implementation Hub, the first portal in the world dedicated to strategy implementation. Robin is one of the first authors in the world to publish three books on implementation. The international bestselling book *Bricks to Bridges – Make Your Strategy Come Alive*, set the benchmark for new thinking in his field. This was followed by *Beyond Strategy – The Leader's Role in Successful Implementation*, John Wiley & Sons and the eBook, *Pocket Book of Excellence in Execution - 136 Key Messages for Your Success*.

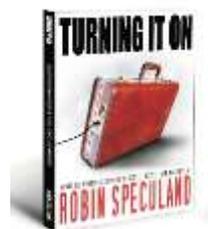
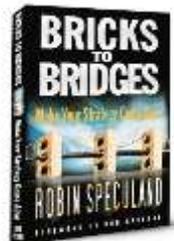
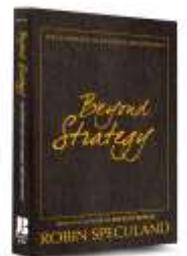
His pioneering work has been featured in strategy journals, international print and electronic media including the BBC UK & Global, CNBC, Financial Times and The Telegraph, and the Singapore Straits Times. He has become a known expert and sought-after speaker at key strategy and international business forums.

Since Bridges assisted its first client Singapore Airlines, in 2000, it has helped governments, multinational corporations and local organizations across five continents to achieve excellence in execution. Robin refined his strategy implementation techniques in client organizations and at Citigroup in his role as Regional Vice President, Corporate Bank, Asia Pacific.

His work has led to the development of several proprietary tools that support his mantra of instilling the importance of implementation among leaders around the world. Bridges' proprietary framework is the Implementation Compass™, which identifies actions in eight critical areas for excellence in execution.

Robin is a founding member of the Asia Professional Speakers Singapore and has an MBA from the National University of Singapore. He is an adjunct professor at Singapore Management University and an Educator for Duke CE. Outside of work, he's a die-hard ironman athlete.

Robin Speculand is a global pioneer & expert in strategy execution.



BRIDGES™
Business Consultancy Int.