

Excellence in Execution Simulation Workshop



Do you struggle with executing your strategy? Are you striving to understand the tools you need to successfully implement your company strategy? Do you want to learn more about your personal capability gaps? Then you need to attend the Excellence in Execution Simulation Workshop.

This unique two-day experience fosters understanding of how effective strategy execution translates into a successful organization. It uses workshop learning and a computer-based team execution simulation to empower immediate discovery learning and application.

Why You Need This Workshop

Strategy execution is in its infancy and is becoming more important in business as organizational and strategy life cycles are becoming shorter.

- In the 1950s, the average company would operate for 61 years; today, it's 18 years.
- Fifty-two percent of the Fortune 500 companies established since 2000 are gone.
- Just 20 years ago, it was not unusual to have a strategy for 10 years. Today, the average strategy lasts three to five years.

These shortened life cycles mean that when a company plans a new strategy the pressure is on to deliver on its promises to stakeholders by doing it right the first time and faster than ever before.

The challenge we face is that more executions fail than succeed. This happens for various reasons; for example, leaders habitually underestimate the execution challenge and then are left on their own to work out what to do.

A leader today needs both the ability to craft the right strategy and the skill to execute it. But leaders have been taught how to plan, not how to execute, and they have very few frameworks and tools to employ to support execution.

This results in more emphasis being placed on identifying a good strategy than its execution. However, a good strategy is one that is executed with excellence. After all, your customers notice your execution—not your strategy.

If too much emphasis is placed on strategy compared with execution by leadership, then it leads to lower levels of performance because leadership becomes occupied with *crafting* it rather than *executing* it.

High performance comes from striking the right balance between crafting strategy and executing it.

The Excellence in Execution Simulation Workshop directly addresses these challenges. It provides a framework and the tools to achieve Excellence in Execution and offers the opportunity to test your capabilities in a business simulation.

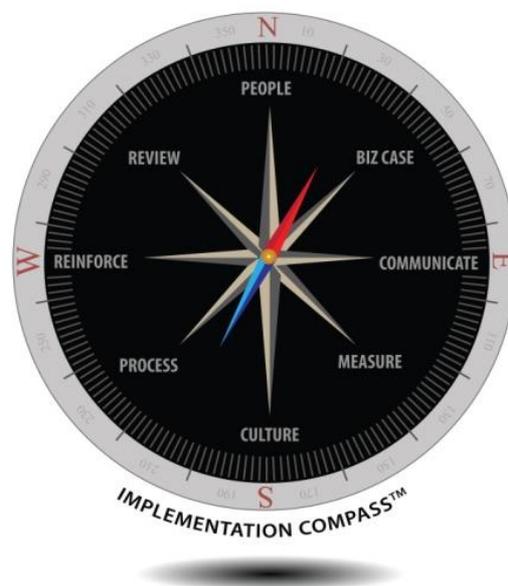
The Implementation Compass™ is a framework for identifying the right actions in execution. It guides your company through the implementation journey. Numerous organizations and governments have adopted it to ensure they address all of the eight areas required to successfully execute strategy. It also enables a company to assess its implementation capabilities and empowers its leaders to translate the strategy into the business.

Workshop Overview

On the morning of the first day, the program addresses the most common mistakes leaders make when aiming to execute their strategy and provides a proven framework that can be adopted in any industry. In the afternoon, you will experience the immediate application of this framework through the business simulation and review of your leadership style. You are required to plan your strategy, present it to the “board of directors,” and then to successfully execute it. The teams are measured in the four areas of the Balanced Scorecard—Finance, Customer, Process, and People. The simulation’s second round presents an opportunity to apply key learning from the framework, review the printed reports of the team’s performance, and debrief your performance.

On the morning of the second day, you will immediately review and improve your execution capabilities through a final round in the business simulation. In the afternoon, you will learn the “uncommon practices” to achieve Excellence in Execution and see how to apply them in your position.

The workshop employs various learning styles to maximize the experience and make it enjoyable and engaging. Throughout the two days, opportunities for direct application are provided.



The Workshop Day 1

Module 1 • The Execution Challenge

The failure rate of executing strategy is too high. You'll learn:

- Why more fail than succeed in executing strategy
- The top six most common mistakes leaders make in execution
- Why change management does not work for strategy execution

Module 2 • A Framework

The Implementation Compass developed by Bridges Business Consultancy Int is one of the most popular frameworks leaders use.

- Learn the eight areas of excellence for execution
- How to translate the strategy into actions across your organization
- Examine successes from other companies

Module 3 • Business Simulation Round 1

Part of what makes this workshop unique is the immediate opportunity to apply the learning through a computerized business simulation.

- Identify your strategy for the simulation
- Present your strategy to a board of directors for approval
- Build your execution plan and execute it

Module 4 • Debrief and Application

The simulation allows you to test your execution capability. This is achieved by understanding the cause-and-effect relationship of strategy execution on business results.

- Discuss your performance with your team, and review the key performance indicators from your Balanced Scorecard and performance reports
- Identify opportunities for improvement by comparing your actual results with projected goals/targets
- Revise your execution plan where required

Module 5—Business Simulation Round 2 and Debrief

A critical success factor of execution is follow-through. Round 2 provides this opportunity as you:

- Reflect on key learning
- Identify changes to your plan
- Execute your revised plan

Day 1 ends with a review of key messages and your execution performance.

The Workshop Day 2

Module 5 (continued)—Six Tips for Success

Two thirds of strategy executions fail. This module shares the best practices of companies that succeed.

- Learn what top-performing companies do differently
- Reflect on how you can improve your personal performance
- Plan how to apply these tips to your company

Module 6—Business Simulation Round 3 and Debrief

Achieving Excellence in Execution involves being detailed.

- Identify with your team how you will maximize performance and revenue
- Apply your learning from day one
- Execute your plan with excellence
- Understand the trends in your business performance over time
- Reflect on the key success factors required to execute your strategy

Module 7—Application to Your Business

Adopt a discovery-learning approach by reflecting on what is going to make a difference in your company's performance.

- Explore how to apply tools and techniques to your business
- Share what you have learned

Module 8—Executing in Disruption

The business landscape is rapidly shifting, and just because a strategy worked yesterday does not mean it will work tomorrow.

- Understand the impact of disruption on execution
- Learn the four key techniques for success (executing in a VUCA world)
- Get ready to apply these new techniques to your business

Who Should Attend

The Excellence in Execution Simulation Workshop is designed for executives with strategy and/or execution responsibilities who need to understand how to successfully execute strategy and learn about their own capability gaps.

Simulation Workshop Facilitators

This course has been designed and developed by two leading companies in execution and business simulation: Bridges Business Consultancy Int and The Regis Company. Every program is conducted by two of their senior partners.

Investment

The Excellence in Execution Simulation Workshop is conducted globally as an in-house program for your company leaders. The investment is US\$30,000, net of any taxes for a maximum class size of 30 people. It includes two course facilitators and excludes travel, accommodations, meals, and any equipment hire requirements.

For further details, please contact bridges@bridgesconsultancy.com.