

Middle Managers Keynote

The Lynchpin of Execution



For too long, the role of middle managers has been overlooked in strategy execution. But no longer.

Without middle managers participating in the implementation, it will fail. They are the lynchpin of implementation success. Why? Because they translate the big-picture strategy into daily actions. They provide critical communication both up and down the organization. And the frontline listens to them more than senior leaders!

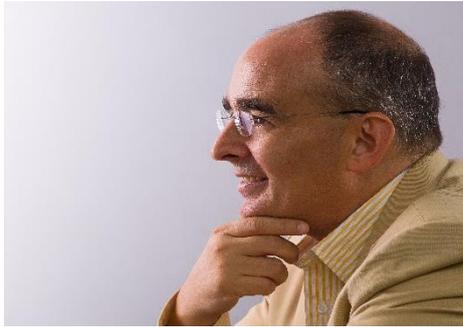
Little research exists on the middle managers role in strategy execution. Rather, it has been conducted on their role in change management, a subset of execution. Yet the importance of the middle managers role dramatically increases when rolling out a new strategy. To ignore their role can be fatal to the implementation.

This informative and stimulating keynote is based on research conducted for the bestselling book, *Excellence in Execution—HOW to Implement Your Strategy*, by the presenter. It engages the audience in the role middle managers play in strategy execution, shares nuggets of success critical to their role, and explains what to avoid and how to create transformation. That's just the warm up!

The main part of this keynote addresses these four essential activities for middle managers:

1. Translating strategy into actions
2. Allocating resources
3. Coaching and mentoring
4. Engaging their people in the execution

Combining neuroscience examples, stories, research, videos and case studies, this presentation gives the audience a clear understanding of what to do to become the lynchpin of execution in their organization.



Presenting this keynote is Robin Speculand, the founder and chief executive of Bridges Business Consultancy Int, a Global Pioneer & Expert in Strategy Implementation. His work begins as clients craft their strategy and prepare to discuss the implementation. He is one of the most prolific writers and thinkers on strategy implementation and has published two international best sellers, *Beyond Strategy: The Leader's Role in Successful Implementation* and *Bricks to Bridges: Make Your Strategy Come Alive*. His latest book is *Excellence in Execution—HOW to Implement Strategy*. He is also the inventor of the [Implementation Hub](#), the first portal in the world dedicated to implementation and the co-founder of the Strategy Implementation Institute.

Robin is a masterful event facilitator and an engaging keynote speaker. His work has been featured widely in the media, including BBC Global, BBC Local, CNBC, Channel News Asia, Sunday Telegraph and Financial Times.

