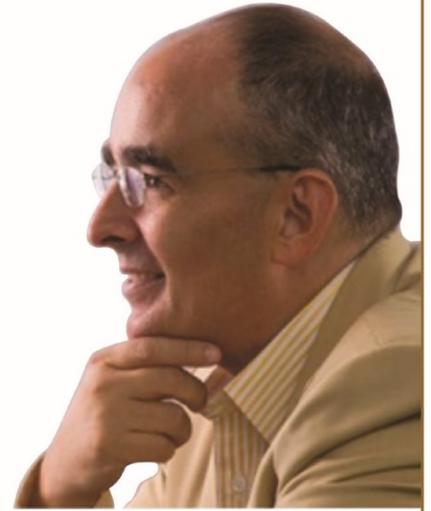


BRIDGES™

Business Consultancy Int.



Robin Speculand

Strategy & Digital
Implementation Specialist

Robin Speculand was looking out of his corner office when he had this epiphany: There was a gap in the market on strategy implementation. It was 1999 and within a year, he walked away from his regional vice president position at Citigroup to follow his passion and become a strategy implementation specialist.

He is founder of three companies, three business associations and CEO of [Bridges Business Consultancy Int.](#) Singapore Airlines was among the first companies to embrace this new field and engaged Robin to support its global strategy implementation.

Today, Robin supports leaders to implement their strategy. He is known for his breakthroughs on implementation methodology and techniques, including the [Implementation Compass™](#), a proprietary a framework; built on the eight areas for excellence for execution; [Readiness2Execute Assessment](#); [IMPACT](#), a toolkit for implementing actions in 90 days; the [Ticking Clock®](#), a framework for digitalizing an organization; [Digital Maturity Index](#) and [Implementation Hub](#), featuring more than 650 online resources on strategy implementation.

He also cofounded an online education—the [Strategy Implementation Institute](#)—that provides leaders with a certification course in the field.

In 2015, Robin had another epiphany: There was a gap in the market on how to implement strategy in a digital world. He pivoted to focus on digitalization and his consultancy and workshop focuses on providing leaders a framework to adopt and implement digitalization.

The author of seven books Robin is one of the world's most prolific writers in strategy implementation. His pioneering work has been featured in media worldwide including BBC World and Forbes. His latest book is *World's Best Bank: How DBS Made Banking Joyful*. He is also a [TEDx](#) speaker, an educator for Duke CE, IMD, an adjunct member of Singapore Management University and National University of Singapore and an also an award-winning case writer.

Outside of work, Robin competes in ironman events around the world and calls Singapore home.