

Robin Speculand Implementation Quotes

Global Pioneer & Expert in Strategy & Digital Implementation

“Strategy is about making the right choices. Implementation is about taking the right actions.”

“Strategy can be defined as the *thinking* and implementation as the *doing*.”

“Leaders are guilty of repeating the same implementation mistakes they have previously made.”

“Knowing and taking the right actions move organizations from strategy *creation* to strategy *implementation*.”

“You can outsource the crafting of a strategy but not its implementation.”

“The only way you know if a strategy is good or bad is by implementing it.”

“Successful implementation is not complex, but it does require discipline—a discipline many organizations are missing.”

“Strategy implementation will not succeed when it is viewed as an interruption to your job.”

“If your strategy does not provide a competitive advantage then your implementation must.”

“In implementation, time is the only non-recoverable resource. Use it wisely.”

“A new strategy becomes imbued when there is no turning back to the previous one.”

“High performance comes from striking a balance between crafting strategy and executing it.”

“Implementation is transformation *from* the core. Change management is transformation *around* the core.”

“If middle managers are not supported as the lynchpins of implementation, then it will fail.”

“Organizations achieving excellence in execution have highly inspired and engaged people taking the right actions.”

“When organizations falter crossing the bridge from strategy to implementation, what is required is a different mindset and approach to keep them moving in the right direction.”

“Organizations need to not only improve at implementation but move faster. They need to move at two speeds: fast and faster.”

“The right actions build your implementation traction.”

“To achieve excellence in execution, a different mindset is needed. The notion of time as being linear and milestone-based needs to be replaced by a cyclical model.”

“Only when a strategy is successfully implemented do you know if it was a good strategy.”

“Implementation success requires ongoing discipline across the organization. There are no shortcuts.”

“Knowing what to do and actually doing it are two completely different things.”

“When you craft and implement a winning strategy, the payoff is tremendous.”

“With excellence in execution in place, 20% of the right effort can produce 80% of the results, so make sure employees are taking the right actions.”

Leading Implementation

“Leaders have been taught how to plan but not how to implement. This has created a strategy implementation skills gap.”

“Leaders must be obsessed with their strategy and how to implement it.”

“Leaders need to be rewarded for implementing the strategy well and penalized when it fails.”

“A leader needs both the ability to formulate strategy and the skills to implement it.”

“Leaders need to be held accountable for both short- and long-term performance to overcome the implementation juxtaposition.”

“Holding people accountable for implementation is one of the easiest, most powerful actions leaders can take.”

“In strategy implementation, an imperative part of a leader’s time is being visible in the organization and constantly talking about it—with an emphasis on *constantly*.”

“If leaders only apply lip service to strategy implementation and don’t sincerely drive it and champion it, employees will sense their lack of commitment and apply lip service to it, too.”

“After launching a new strategy, the leader’s calendar needs to change to reflect the time that’s required to spend on the implementation.”

“Strategy design involves leaders stepping back from the business and seeing the bigger picture. Implementation involves stepping back from the strategy and overseeing the implementation.”

“Strategy is the map of where you are now and where you are going. The Implementation Compass™ points you in the right direction and shows you the right actions to take.”

“Successful implementation is not about doing one or two things well but doing multiple things on different dimensions.”

“Every Strategic Objective has a Measure; every Measure has an Action; every Action must be Accountable.”

“When you create the time to oversee the implementation journey and change your weekly agenda, employees sense your commitment. They are then more inclined to take the right actions.”

“Strategy is viewed from 50,000 feet, but its implementation happens at the ground level. Leaders are responsible for translating their big picture into short-term (90-day) actions.”

“Disruption is what happens when you are slow. Digital execution is what happens when you are fast.”

“Fall in love with your execution not just your strategy.”