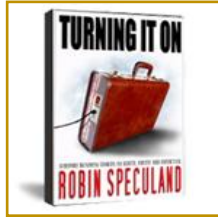


2000



Bridges was founded as the first strategy implementation specialist in Asia and SIA was its first client.

2001



Speculand's first book *Turning It On* was published in English and then Arabic and still sells today!

2002



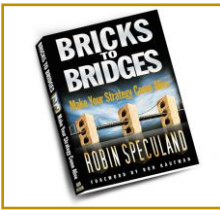
Launch of the "Strategy Implementation Challenge," which has become the longest-running seminar in the world on the subject.

2004



Creation of the Implementation Compass™ – a framework for identifying the right implementation actions.

2005



Publication of *Bricks to Bridges – Make Your Strategy Come Alive*, which became Speculand's first international best seller.

2006



Creation of the "Readiness2Execute" Assessment for organizations to prioritize their implementation.

2009



Launch of the first blog in the world focused on strategy implementation.

2009



Publication of *Beyond Strategy – The Leaders Role in Successful Implementation* with one of the first apps in Singapore for the book.

2013



Launch of the first implementation portal in the world, the "Implementation Hub," which now has 600+ resources.

2014



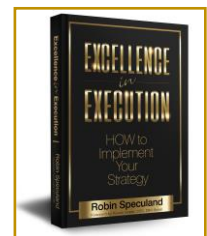
Publication of Bridges first eBook, *Pocket Book of Excellence in Execution – 136 Key Messages for Your Success*.

2016



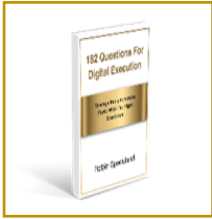
Launch of Bridges "Masterclass in Achieving Excellence in Execution"

2017



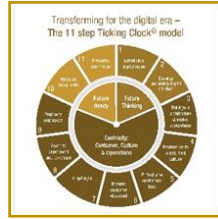
Publication of *Excellence in Execution – HOW to Implement Strategy*, Speculand's fourth book and another international best seller.

2019



Launch of *182 Questions for Digital Execution* as a leaders' workbook for preparing to implement.

2019



Launch of the Ticking Clock® model in partnership with Jeremy Blain to support the adoption of digitalization.

2020



Launch of Strategy Implementation Institute in partnership with Antonio Nieto-Rodriguez.

2020



Published DBS Bank university case study with Singapore Management University.

2020



Launch of the Digital Maturity Index in partnership with Professor Michael Netzley to identify where individuals are on their digital journey.

2020



Launch of Bridges newest course, "Building Your Digital Business" to assist leaders in adopting digitalization.

2020



Publishing in the fall of 2020, *World's Best Bank: How DBS Makes Banking Joyful* in partnership with DBS.

*"Strategy is about making the right choices.*

*Implementation is about taking the right actions."*

*-Speculand*