

BRIDGES™

Business Consultancy Int.



8 Implementation Habits (and two truths) Keynote

This keynote specifically addresses the habits leaders need to succeed, when so many strategy implementations are failing.

Most of the published literature to date still focuses on why implementation so frequently fails. This keynote focuses on how to succeed by focusing on specific behaviors. It introduces eight habits that have evolved from over 20 years of research, client work and the publication of six books on the topic by the presenter.

Somewhere between planning the strategy and taking action to implement it, many leaders lose their way. What is missing is the discipline to do what needs to be done and to make that a habit.

This hard hitting keynote explains why too many leaders are lethargic when it comes to implementing strategy and introduces the implementation habits, that are:

- Being Disciplined
- Taking the right actions
- Adopting the right measures
- Creating 90 day actions
- Recognizing that less is more
- Continuously nurturing the communication
- Crafting a culture of accountability
- Developing a review rhythm

To reinforce each of the habits, examples, stories and neuroscience experiments are provided. The keynote closes with the second truth that implementation never goes according to plan and provides various examples and also the opportunity for each person in the audience to vote on which principle is most relevant to themselves.

A hands-on keynote suitable for leaders looking to excel in strategy implementation.



Robin Speculand

Strategy & Digital Implementation Specialist



Robin Speculand passionately lives and breathes strategy implementation. He continually creates new approaches to supporting leaders in transforming their organizations and is one of the world's most prolific writers on the subject.

Robin has founded three companies, three business associations and is the CEO of Bridges Business Consultancy Int. Singapore Airlines was among the first organizations to embrace this new field and engaged Robin to support its global strategy implementation.

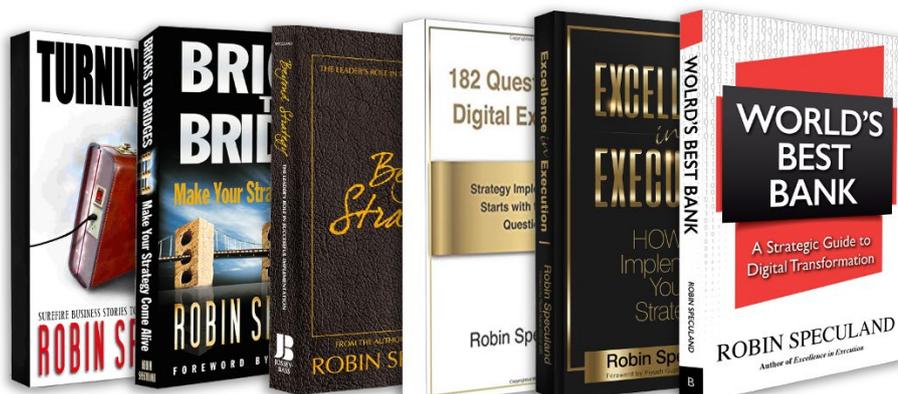
Robin is known for his breakthroughs on implementation methodology and techniques, including the Implementation Compass™, a proprietary framework built on the eight areas for excellence for execution; Readiness2Execute Assessment; IMPACT, a toolkit for implementing actions in 90 days; Ticking Clock© Model, a framework for digitalizing an organization; Digital Maturity Index, a self-assessment that reveals a person's level of digital maturity; the Implementation Hub featuring more than 700 online resources and the 40 Digital Best Practices Benchmark.

Robin also co-founded an online education forum—the Strategy Implementation Institute—that provides leaders with a community, online course and online certification in the field.

In 2015, Robin recognized that implementing digitalization was markedly different than previous strategy implementations. He researched the challenges globally and, in 2018, co-authored the white paper Transforming Your Company into a Digital-Driven Business.

Robin has published five books on strategy implementation including his latest in 2021, World's Best Bank - A Strategic Guide to Digital Transformation. His pioneering work has been featured in media worldwide, including BBC World and *Forbes*. He is a TEDx speaker and an educator for Duke CE, IMD, and an adjunct member of Singapore Management University and National University of Singapore. He is an award-winning case writer and a GlobalScot appointed by the First Minister of Scotland.

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





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