



8 Practical Principles (and Two Truths) for Implementation Keynote

A hands-on keynote for leaders looking to excel in execution

This keynote specifically addresses what leaders need to do differently to succeed when so many strategy implementations are failing.

Most of the published literature still dwells on *why* implementation frequently fails. This keynote focuses on *how* to succeed. It introduces eight practical principles that have evolved from over 20 years of research, consulting and the publication of seven books by the presenter.

Somewhere between planning the strategy and taking action to implement it, many leaders lose their way. What is missing? The discipline to do what needs to be done. This hard-hitting keynote explains why leaders feel lethargic when it comes to implementing strategy. The solution is to apply these practical principles for implementation:

1. Become disciplined
2. Take the right actions
3. Adopt the right measures
4. Create 90-day actions
5. Recognize that less is more
6. Continuously nurture the communication
7. Craft a culture of accountability
8. Develop a review rhythm

To reinforce these principles, examples, stories and neuroscience experiments are provided.

This keynote closes with the second truth—that is, implementation never goes according to plan. It provides various examples of this and also the opportunity for attendees to vote on which principle is most relevant to them.



Robin Speculand

Strategy & Digital Implementation Specialist



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

He is founder of three companies, three business associations and 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.

He 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; the Ticking Clock® Model, a framework for digitalizing an organization; Digital Maturity Index, the Implementation Hub, featuring more than 650 online resources and the 40 Digital Best Practices Benchmark.

Robin also cofounded 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 particularly different than previous strategy implementations. He researched the challenges globally and in 2018 co-authored Transforming Your Company into a Digital-Driven Business.

Robin has published four books on strategy implementation and will soon publish his third book on implementing digitalization. His pioneering work has been featured in media worldwide including BBC World and Forbes. He is a TEDx speaker, 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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