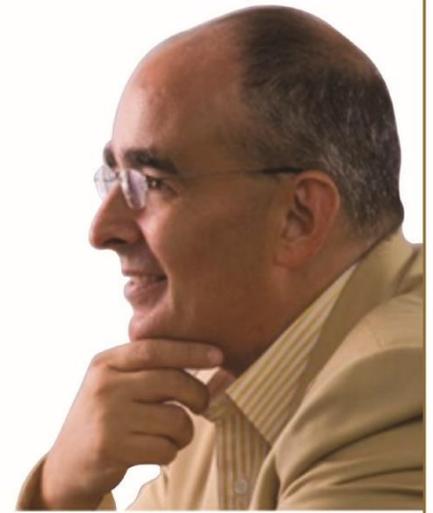


BRIDGES™

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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.