



IMPLEMENTATION

Strategy Implementation for Leaders

For leaders responsible for
leading their organizations
into tomorrow

BRIDGES[™]

Business Consultancy Int.

Leaders need the ability to craft a winning strategy and the skill to implement it. But only a few have both.

The challenge is that leaders have been taught how to plan but not how to implement. This is reflected in the high implementation failure rate.

Introduction

No leadership team walks into a conference room and declares, "Let's create a bad strategy!" Leaders believe they have crafted a good strategy. But when will they know for sure? Only once the strategy has been implemented.

Since 2000, Bridges' signature course has come alive for over 50,000 leaders worldwide. It's providing them not only with the awareness and understanding of what strategy implementation is, but how their organization can successfully implement it.

To craft a strategy, the best minds in the organization come together. They devote their time, energy and effort to identifying ways they can outplay the competition, increase customer loyalty and improve stakeholder value. Yet despite their best attempts, two-thirds of strategy implementations fail.

Even more acute, leaders know the reasons why implementation fails *yet they habitually repeat the same mistakes!*

Customers notice the implementation of your strategy, not the strategy itself!

Putting the spotlight firmly on implementation, this substantially researched and informative one-day seminar provides you with an implementation canvas and framework that will guide your organization to success and prevents you from repeating the most common implementation mistakes.

Leaders have been taught how to plan but not how to implement.



You can find a plethora of tools to assist leaders in crafting strategy but very few to guide the implementation. This seminar also provides the implementation tools and techniques you need as well as an assessment of where you stand.

Packed with hard-won insights and global best practices, the seminar takes you through:

- Why most implementations fail
- Why change management does not work for implementing strategy
- A proven implementation framework – the Implementation Compass™
- Secrets of successful implementations from other organizations

And this is only in the morning. In the afternoon, you will assess your own organization's ability to implement, leverage the *Implementation Canvas* for identifying the right actions and apply key lessons to your organization.

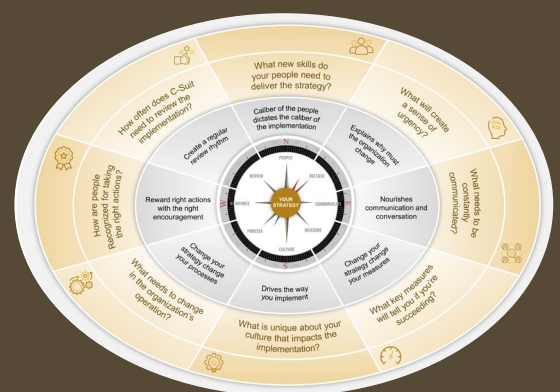
Strategy Implementation for Leaders is the longest-running seminar in the world on the subject and has been taught to over 50,000 leaders worldwide.

This one-day seminar is based on the international bestselling book *Implement: Doing It Right in a Digital World*. It addresses the awareness and knowledge gap for leaders while addressing the tough challenges of implementation in your organization. You'll find it packed with best practices and tips.

You'll be introduced to the Implementation Compass™, a framework to guide your organization through the entire implementation journey. The Compass has been adopted by organizations and governments around the world to first identify and then address the eight areas required to achieve excellence in implementation.



The Implementation Compass™ is Bridges' framework to guide your organization through the entire implementation journey. The Compass has been adopted by organizations and governments around the world to first identify and then address the eight areas required to achieve excellence in implementation.



Bridges' Implementation Canvas assists leaders in identifying the right actions their people need to take in the next 90 days to advance the implementation. These actions are prioritized against their level of impact, given the strategy and the implementation urgency.

Seminar Outline

Morning

Why Strategy Implementation Fails

Implementation has become an increasingly key skill for leaders as they are required to implement a strategy more frequently than ever before. This is because strategy life cycles are shorter and shorter, and implementation is happening more frequently. Discover the key reasons why more implementations fail than succeed.

The Implementation Challenge

In today's world, a different mindset and skillset are essential because research shows implementations fail two-thirds of the time. Guiding your organization through the eight essential areas for successful implementation is the Implementation Compass™. It provides leaders with the knowledge to be excellent in execution and a framework to lead people through the implementation journey.

Each of the eight directions on the compass are introduced using a combination of stories, examples, neuroscience, use cases and videos.

Implementation fails if employees do not take the right actions. Yes, employees are already busy, but are they taking the right actions to implement strategy? And even when they know what to do, that doesn't guarantee they will do it. What is missing? Discipline—the discipline to take the right actions. The Compass enables you to identify and adopt that required discipline.

Afternoon

Assess Your Organization's Implementation Capabilities

Before you design a new product, you conduct a market assessment. Before you buy a company, you conduct due diligence. And before you launch your organization's future, you need to conduct the *Readiness2Implement* assessment.

This assessment is based on the eight directions of the Compass. By asking key questions, the assessment allows you to extract a radar picture of your organization's readiness to implement its strategy. This process prioritizes where you need to focus and how to assign resources.

Identify the Right Actions for Your Organization

Recognizing that your organization will only transform when employees take the right actions, the Strategy Implementation Canvas takes you through a structured facilitated discussion on how to identify what the organization needs to do differently. The actions are weighted against their impact and urgency.

Most People *Don't* Resist Implementation

Many implementations are built on the false assumption that people resist change. Rather, most people will support or simply go along with a new strategy *when it is communicated correctly*. The seminar challenges this common belief and many more.

Leaders learn four different ways people respond to the implementation process and how to lead each of the four personas.

*Strategy is the future of your organization.
Implementation is your bridge.*

Seminar Learning Outcomes

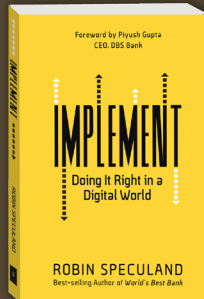
- Why strategy implementation is a business differentiator
- What framework works for implementing strategy – Implementation Compass™
- How to avoid making the most common implementation mistakes
- How to assess your organization's implementation capabilities
- How to identify ways people respond to change and then how to lead them toward a successful implementation
- What secrets of implementation other organizations are sharing
- How to apply key learnings to your organization

STRATEGY

TAKE
ACTION

Robin Speculand

Strategy & Digital Implementation Specialist



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As a global expert on strategy and digital implementation, Robin Speculand supports C-suite and boards in transforming their organizations.

Robin is among the world's most prolific writers on implementation, having authored nine books including, *World's Best Bank: A Strategic Guide to Digital Transformation* and *Implement: Doing It Right in a Digital World*. Robin is the founder of [Bridges Business Consultancy Int](#) and co-founder of the [Strategy Implementation Institute](#) and [Digital Leadership Specialists](#).

In 2014, Robin recognized that digital transformation presented new and more difficult challenges than previous strategy implementations. He developed critical models and created a suite of effective tools to support leaders in successful strategy implementation.

Robin's expertise has been featured on CNN, BBC World, CNBC, Forbes, and other media. He is a frequent keynote speaker, a facilitator at business schools, and a Harvard-listed award-winning case study writer. With Piyush Gupta, CEO of DBS Bank, he was nominated for the Thinkers50 "Ideas into Practice Award" and is an Ambassador for the Peter Drucker Forum.

A resident of Singapore and a native of Scotland, Robin was recognized by the First Minister of Scotland as a "GlobalScot" for his passionate contribution to international business. Outside of work, he enjoys training for and competing in Ironman events around the world.



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