

BRIDGES™

Business Consultancy Int.



Excellence in Execution - The Secrets for Success

Keynote

Too often, both leaders and employees are left on their own to execute a strategy. They have the tools and techniques for crafting strategy but not for its execution. With many leaders underestimating the scale of the challenge, they struggle. They lack the framework to guide them through the execution and the tools to drive the organization forward.

Because leaders have been taught how to plan but not execute, the resulting strategy execution skills gap becomes a key contributor to more executions failing than succeeding. They are left to work out how to align their organization, engage their employees, communicate the strategy, track performance and guide their people through the implementation journey.

This keynote directly addresses these concerns by providing a much-needed framework as well as tips and techniques.

*Strategy is about making the right choices;
execution is about taking the right actions.*

As stewards of their organization's strategy, leaders must engage, excite and support their people in its execution. This requires moving from *planning* to *doing* by identifying the right actions for employees to take.

Organizations that successfully implement strategy address eight areas on their journey. These eight areas are explained in a framework called the Implementation Compass™. The Compass guides an organization through its implementation and assists in identifying the right actions.

Keynote Highlights:

- Test your knowledge with the opening implementation quiz.
- Understand the key execution challenges for leaders.
- Adopt the Implementation Compass framework to guide your organization through its implementation journey.
- Discover best practices in each of the eight areas to achieve Excellence in Execution.

Woven throughout this keynote are examples and stories to ensure your Excellence in Execution.



Robin Speculand is a recognized pioneer and expert in strategy and digital implementation. He is driven to transform strategy implementation by inspiring global leaders to adopt a different mindset and approach. The founder of three companies, Robin is CEO of Bridges Business Consultancy Int and co-founder of the Strategy Implementation Institute and Digital Leadership Specialists. A TEDx presenter and Thinkers50 nominee, he is a facilitator for IMD, NUS, Duke CE, and SMU, and part of Top 30 Global Guru. As a best-selling author, he has written seven books including his most recent ones: *World's Best Bank: A Strategic Guide to Digital Transformation* and *Strategy Implementation Playbook: A Step-By-Step Guide*.

A background image showing two hands holding glowing lightbulbs, symbolizing ideas and innovation. The image is faded and serves as a backdrop for the company logo and contact information.

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