

BRIDGES™

Business Consultancy Int.

STRATEGY



**TAKE
ACTION**

**Strategy
Implementation
Challenge
Keynote**

Customers notice your implementation not your strategy.

After the board has approved the strategy, the challenge is to implement it. This involves aligning the whole organization, engaging employees, changing your measures and the way you operate and nurturing your communication throughout your implementation journey.

Only one in three implementations are successful. Leaders habitually repeat past mistakes and do not conduct enough due diligence on their organizations readiness to implement.

The challenge is also that leaders have been taught how to plan but not how to implement and they are missing the skills and tools.

This Strategy Implementation Challenge keynote addresses what leaders need to think and do differently. It opens by asking audience members if they would prefer a good strategy implemented badly or a bad strategy implemented well. This question stirs a vicarious audience discussion that is addressed during the keynote.

Having identified the problems the majority of organizations face, the presentation then focuses on the eight areas for excellence in implementation. They are captured in the form of the Implementation Compass™, a propriety tool developed by Bridges to provide structure and guidance for the implementation. The Compass has been adopted by organizations and governments around the world to guide them through their implementation journey. Specifically, it ensures everyone is taking the right actions.

This straight-talking, hard-hitting presentation is invaluable to leaders who want to avoid common pitfalls and successfully implement their strategy. It explores:

- Why strategy implementation fails more often than it succeeds.
- Provides the framework, the Implementation Compass to guide an organization through the eight areas required to succeed in strategy implementation.
- How leaders can identify the right actions and develop the discipline that is often missing.
- How to spur the workforce into action beyond giving out t-shirts and coffee mugs.
- Secrets of strategy implement strategy from one of the world's thought leaders.

Through examples, stories, videos, provocative questions and mini case studies, leaders come away with an understanding of how to conquer the Strategy Implementation Challenge in their organizations.

Key Areas of the Implementation Compass:



Implementation Compass™

The following key areas make up the Implementation Compass:

1. People – the calibre of your people dictates the success of the implementation
2. Biz Case – addresses why your organization *must* change
3. Communication – nurture communication throughout the organization
4. Measure – identify key measures, track performance and define corrective action
5. Culture – your culture drives the implementation
6. Process – change the way the organization operates
7. Reinforcement – reinforce employees' behavior when they take the right actions
8. Review – conduct regular reviews to stay the course and take corrective action



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*.



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