



**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 35,000 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 *Strategy Implementation Canvas* for identifying the right actions and apply key lessons to your organization.

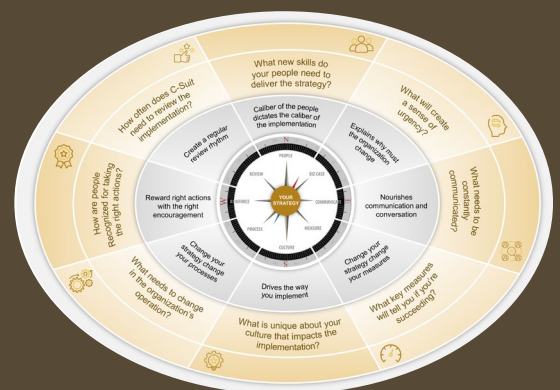
*Strategy Implementation for Leaders is the longest-running seminar in the world on the subject and has been taught to over 30,000 leaders worldwide.*

This one-day seminar is based on the international bestselling books *Beyond Strategy* and *Bricks to Bridges*. 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' strategy 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

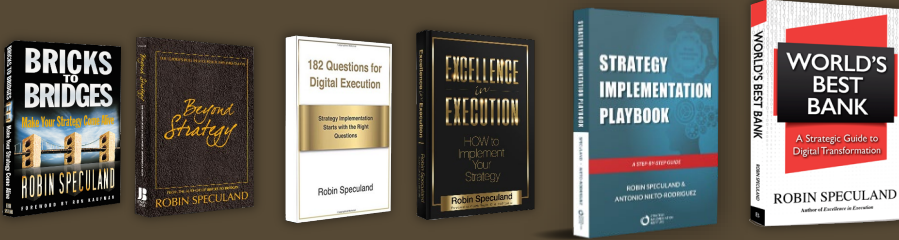
- Why strategy implementation is a business differentiator
- What framework works for implementing strategy – Implementation Compass™
- How to avoid making the most common implementation mistakes
- How to assess your organization's implementation capabilities
- How to identify ways people respond to 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



## BRIDGES™

Business Consultancy Int.

Robin Speculand lives and breathes strategy and digital implementation. He supports C-Suite and Boards in transforming their organizations and is well known for his innovative approaches.

He is one of the world's most prolific writers on the subject, having published six books that include his latest, the Amazon number one bestseller [\*World's Best Bank—A Strategic Guide to Digital Transformation\*](#) and the [\*Strategy Implementation Playbook: A Step-By-Step Guide\*](#).

This strategy and digital implementation specialist is a sought-after consultant and keynote speaker who has founded three companies and three business associations. In 2000, he recognized that executives talked "strategy" with little focus on "implementation" and he started [\*Bridges Business Consultancy Int\*](#) to support leaders in their implementation journey. He later co-founded and co-runs the [\*Strategy Implementation Institute\*](#) and [\*Digital Leadership Specialists\*](#).

Robin has pioneered a number of breakthrough methodologies and techniques that feature the Implementation Compass™, a proprietary framework built on the eight areas for excellence for execution; Ticking Clock® Model, a framework for creating a digitally driven organization; Digital Maturity Index, a self-assessment that reveals a person's level of digital maturity; and the Digital Best Practices Benchmark.

In 2014, Robin recognized how digital transformations presented different challenges from previous strategy implementations and turned his focus to supporting executives in this perilous journey. That year, two of his clients, the world's best bank and the world's largest luxury company, both became early adopters of digital transformation.

In 2018, he conducted research with nearly 2,000 leaders across three continents, resulting in the publication of this [\*highly acclaimed business white paper: Transforming Your Company into a Digital-Driven Business\*](#).

Robin's innovative approaches have been featured in such media worldwide as BBC World, CNBC and *Forbes*. A TEDx speaker and educator for Duke CE, IMD, and Singapore Management University, he is also a Harvard-listed and award-winning case study writer.

In 2021, Robin was co-nominated with Piyush Gupta, CEO of DBS Bank, for the Thinkers50 Ideas into Practice Award. In 2021 and again in 2022, he was awarded the Business Strategist Singapore title and is in the Top 15 list of Global Gurus.

The First Minister of Scotland has named this Scotsman a GlobalScot for his passionate contribution to international business. Outside of work, Robin competes in Ironman events worldwide.



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