

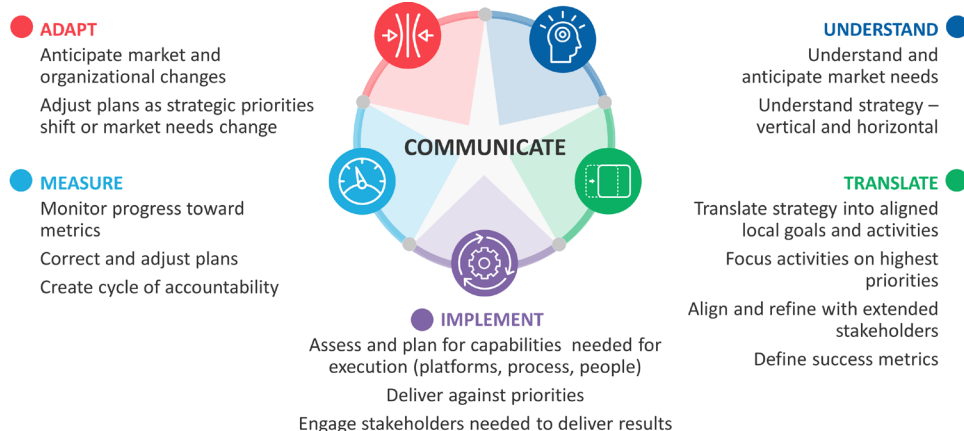
Executing Strategy

In today's environment of change and transformation, a leader's ability to translate strategy into action is imperative. The effective execution of strategy differentiates the winners from the chronic underperformers in business. Failure to execute strategy may threaten a company's survival, let alone its success in the marketplace.

Leaders with the skills to execute strategy enable companies to outperform their competitors, bring new products to market faster, and delight their customers. Executing Strategy requires that leaders can understand and translate business strategy into local goals for their teams, can identify and assess the capabilities required to execute strategy in a dynamic business environment, and anticipate and respond to change.

The Learning Experience

The leadership content, modules, and best practices are sequenced using Insight Experience's Cycle of Strategy Execution Model.



Target Audience

Leaders at all levels who are responsible for moving strategies into action and/or are developing skills to lead a major change effort.



Desired Outcomes

This program builds skills to:

- Understand and translate strategy into direction
- Be agile as a leader
- Build capability and deliver results



Logistics

- 1–3 days in person
- 4–5 weeks extended virtual
- 8–300+ participants

Participants learn...

- ▶ To understand and translate strategy into meaningful **priorities, plans and goals**
- ▶ The challenge and opportunity of **innovation** in the context of organizational constraints
- ▶ The importance of investing in **people and process** – or the cost of not doing so
- ▶ How **leadership behaviors** impact the ability of the team to execute the strategy
- ▶ To **communicate** so that employees understand strategic direction, why it is important, and what is expected of them
- ▶ The importance of **collaboration with stakeholders** to achieve organizational results
- ▶ To **balance** long-term goals of the broader organization with short-term successes

Leadership insights and strategy execution tools are integrated with the simulation experience. The design, facilitation and targeted connections made in this program are tailored to each unique audience, anchoring the learning in the realities of the participants. The program includes time for reflection, feedback, and application. Active learning discussions following each round of decision making combine the debrief of results with application to strategic leadership challenges back on the job.



Functional Leader Business Simulation: Leading from the Middle

A dynamic business simulation offers the opportunity to connect to the learning through practice and the reinforcement of skills and concepts.

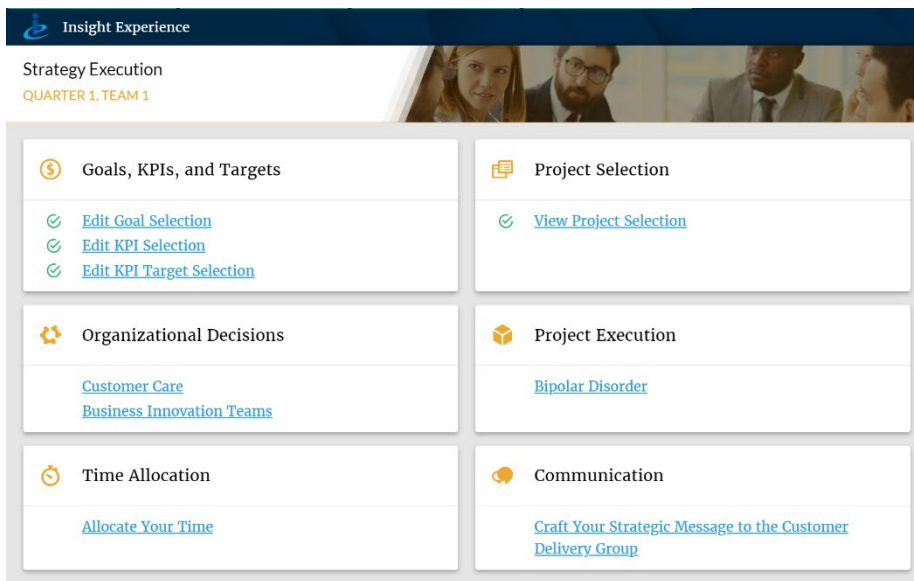
Working in a team, participants assume the role of a function leader in a product technology and information services business. The leader needs to manage a portfolio of projects and consider tradeoffs of resourcing, timing and priorities to make decisions.

Simulation teams understand and translate corporate vision and strategy into goals and clear direction for their function; invest in projects and initiatives consistent with the strategy; lead direct reports and develop the capabilities needed to deliver results; and manage a complex network of stakeholders.

The simulation rewards leaders who communicate consistently, leverage themselves by empowering others, thinking strategically, and staying connected to the marketplace.

Sample Program Agenda

Insight Experience's Executing Strategy program can be modified to suit a company's specific needs. It can be delivered as an in-person classroom experience, as a virtual program, or as an extended virtual program.



In-person classroom experience

Day 1	Day 2
Program Introduction Learning objectives Schedule Strategy Execution HealthSmart Simulation Strategic business assessment Round 1 decision making	People and Talent Development Capabilities assessment Case study discussion Focus on Accountability Accountability scenario ABCs of accountability HealthSmart Simulation Round 2 learning discussion
Align and Translate Understand strategy Translate into local goals	HealthSmart Simulation Round 3 decision making Decision Leadership Decision making scenario Decision leadership model
HealthSmart Simulation Round 1 learning discussion Round 2 decision making Reflection and Keep/Change	HealthSmart Simulation Final learning discussion Application Commitment

Extended Virtual experience

WEEK 1	Pre-class assignments - Individual pre-work assignments using virtual learning platform - Simulation Team Business Assessment
WEEK 2	Opening Webinar and Round 1 Decision Making - Opening Webinar - R1 Decision Making - Translate Strategy & Action Planning
WEEK 3	Round 1 Debrief and Round 2 Decision Making - Round 1 Debrief - Round 2 Decision Making - Implement Strategy & Action Planning
WEEK 4	Round 2 Debrief and Round 3 Decision Making - Round 2 Debrief - Round 3 Decision Making + Role Play - Measure Strategy, Action Planning, & Roleplay Exercise
WEEK 5	Round 3 Debrief and Program Close - Round 3 Debrief - Final Discussion and Program Close - Adapt Strategy & Action Planning

