



## STRATEGY EXECUTION PROGRAM

Strategies typically fail not because they are poorly conceived but because they are poorly understood and executed. The Strategy Execution Program helps leaders more effectively execute their company's business strategies to achieve top and bottom line results. The program focuses on:

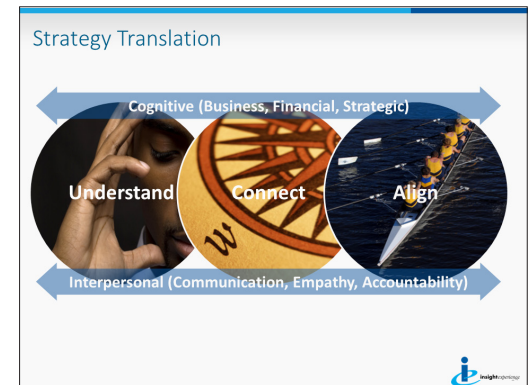
- The leader's role in translating broader strategies into clear and aligned goals for their work group
- The "how to's" of high-impact execution of initiatives and plans
- The need to work through people to deliver results

### Description

The Strategy Execution Program is an engaging learning experience, including pre-program assignments, an instructor-led classroom event, and post-program application activities. Practical and hands-on, it provides participants with tools and skills that can be applied immediately back at work. Pre-program assignments are tailored to the client situation, but typically require participants to read a case study and articulate their own goals and priorities, and can include on-line learning modules, scenarios or surveys. The classroom session employs a business simulation as the core experience and uses Insight's Strategy Execution Model as the framework. The program integrates and explores a variety of strategy execution topics including Strategy Translation.

Our proven learning cycle leverages experience and engages participants to:

- Learn new concepts
- Practice applying the concepts through roleplays, exercises, and the simulation
- Use practical tools that can be applied back at work
- Identify and record specific actions they intend to implement at work in Insight's Action Planner, which forms the blueprint for the post-program application activities



### Impact

Participants will drive business results more effectively as a result of participating in the Strategy Execution Program. They will be better able to:

- Gain clarity around broader business strategies and goals
- Translate corporate and functional strategies into aligned goals and priorities for their work groups
- Manage and reconcile competing priorities that exist across their organizations
- Engage cross-organizational stakeholders to achieve business results
- Assess and identify the capabilities required to meet near and long-term goals
- Clearly communicate how their teams contribute to company strategies
- Hone decision making, risk assessment and accountability skills



### Core Content

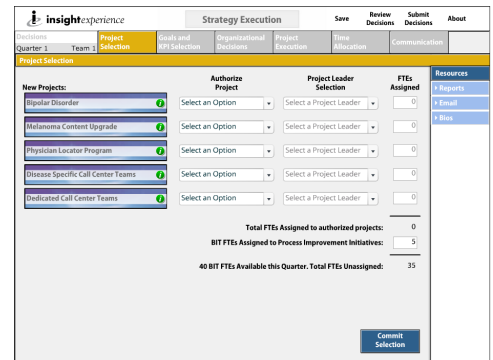
Insight Experience understands that Strategy Execution challenges often differ from company to company. While our model encompasses the whole of strategy execution challenges, clients often want to focus in on specific content areas that will have high impact for them. Content areas frequently used include:

- Strategy translation and alignment
- Effective metrics
- Stakeholder analysis and engagement
- Accountability
- Decision making and risk assessment
- Communication
- Organizational capability gap analysis
- Balancing short- and long-term goals
- Agility and flexibility, while achieving strategic objectives

### Business Simulation Overview

Participants, working in simulation teams, assume the role of a manager of managers for a consumer services business. As the leader of the business function, teams must understand their corporate strategy, translate that strategy to set clear direction for their employees, assess, prioritize and staff strategic initiatives, develop organizational capabilities, communicate to stakeholders, and establish key performance indicators. The simulation generates a variety of feedback on the team’s performance. Participants receive financial reports as well as qualitative feedback.

The simulation experience typically includes three rounds of decision making. Each round represents a phase in the life cycle of the project.



### Program Flexibility

The Strategy Execution Program can be easily tailored to meet a client’s specific learning objectives. The content, the pre- and post-program activities, and the business simulation, can be rapidly and cost-effectively modified. The classroom experience can be made shorter or longer depending on client needs. Executive speakers from the client company are encouraged and easily incorporated into the design. The most commonly used content areas are outlined above, but can be augmented with content on collaboration, influence, portfolio management, and innovation.

To learn more about the **Strategy Execution Program**, contact [info@insight-experience.com](mailto:info@insight-experience.com).