

Implementing Strategy

Turning Grand Thoughts into Action. Today!

- Understanding strategy execution
- Creating a plan (with ease!!)
- Setting yourself up for success

<http://strataffect.com/decision-making/>

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Overview & definitions

This slide pack provides options for strategy implementation, including ...

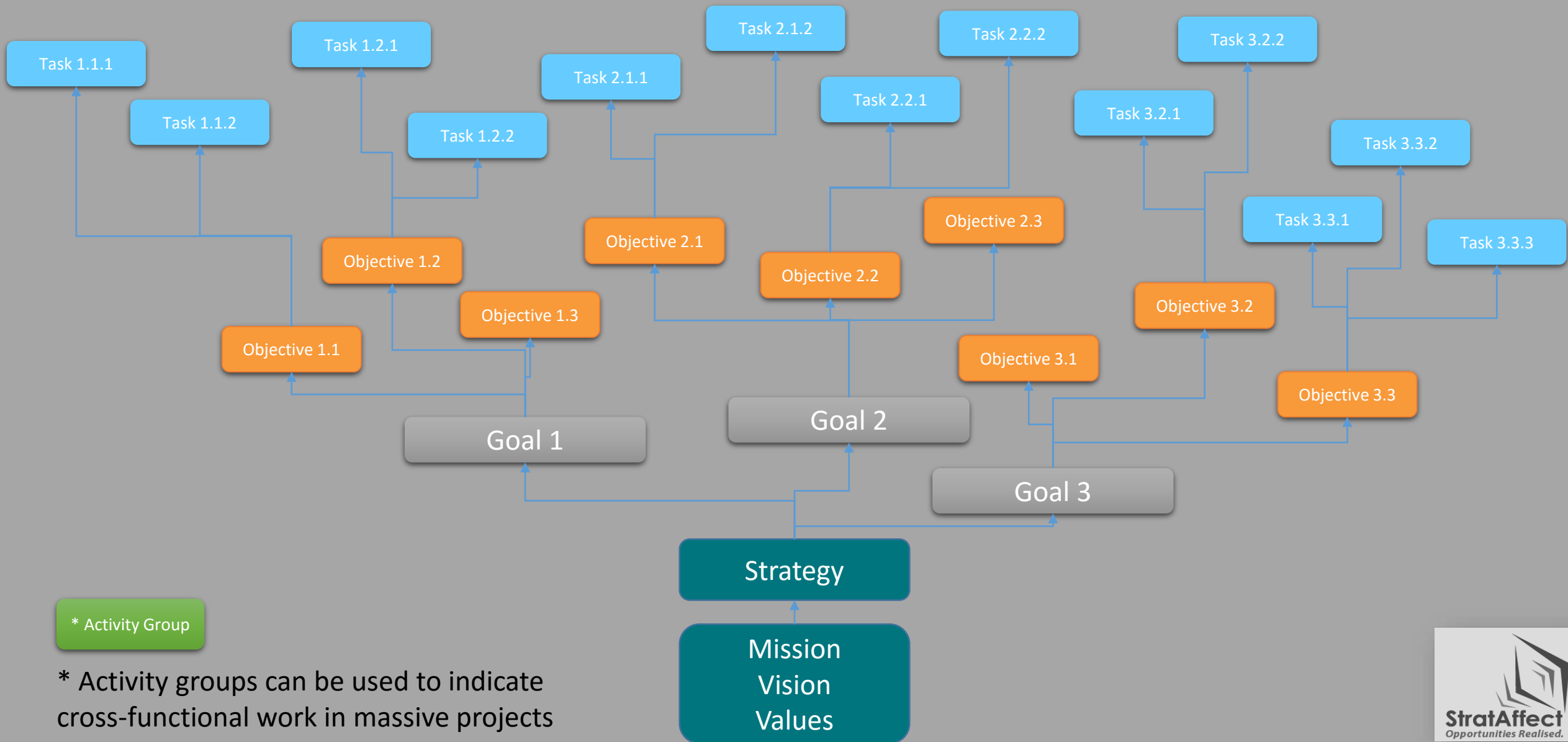
- Definitions for key concepts
- Guidance for organising your work effectively
- Understanding some factors that might affect your planning cycle
- Identifying barriers to success
- Developing, monitoring and evaluating possible courses of action & measure for success
- Developing a systematic approach to planning

Benefits of systematic strategy implementation

Systematic and structured strategy implementation ...

- Giving you confidence through a tried and true planning process
- Allowing you to direct your business calmly & with purpose
- Saving effort through conscious progression of activities
- Creating more options to improve, expand or maintain your business
- Engaging your customers and staff more fully
- Expanding the creativity of your team
- Improving your team's understanding of your business and your approach
so that they can make decisions regarding priorities independently

Organisational Tree of Life



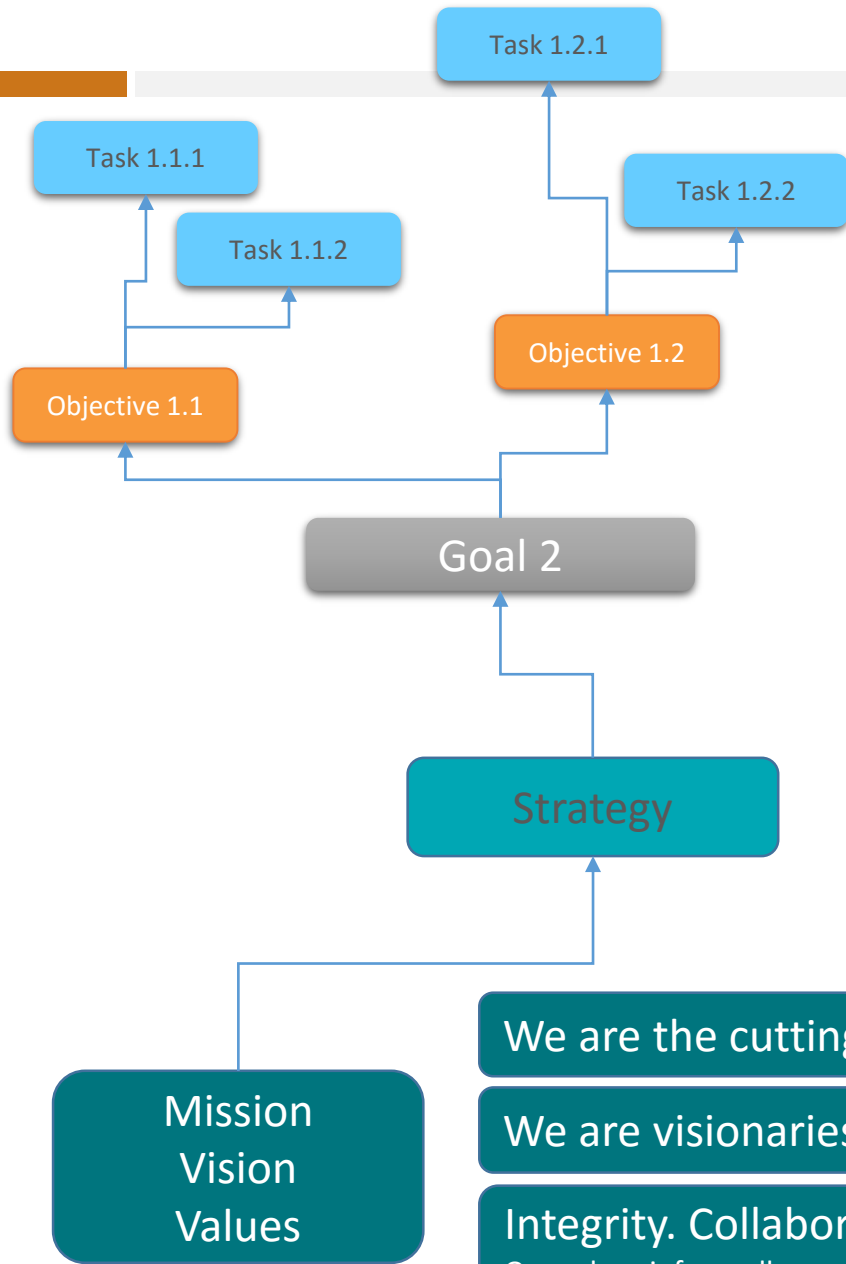
* Activity Group

* Activity groups can be used to indicate cross-functional work in massive projects

Definitions

- **Mission:** core purpose of organisation, remains constant
- **Vision:** an aspirational description of how the organisation will achieve it's core purpose
- **Values:** a declaration of the underlying beliefs & behaviour that drive for the organisation
- **Strategy:** concrete roadmap that clarifies who, what, where and how the Mission, Vision & Values will be brought to life
- **Goals:** state the context for taking action to achieve the specifications & the actions needed to realise the strategy & achieve the desired results (aligned with MVV)
- **Objectives:** describe tangible deliverables & timing

Organisational Tree of Life: Example



- 1.2.1 Engage team (names) by 15th (month) in conversation about the importance of knowledge development for us
- 1.2 Engage company thought leaders in the design, management and monitoring of the program
- 1.1.3 Gain decision & sign off from Steering Committee by (date)
- 1.1.2 [name] to investigate & present options for Knowledge Development Program by (date)
- 1.1.1 Assign program development to [name] in Business Intelligence by (date)
- 1.1 Create a knowledge development program map by end of quarter
- 1 Ensure a robust policy that encourages staff to connect across fields

● = priority

We stay on the cutting edge of e-development by:

- Scouring the universe for the best talent & best clients
- Connecting with & leveraging communities in- & outside our specific sphere of influence
- Managing routine costs so more budget can be dedicated to e-volution

We are the cutting edge of digital communication!!

We are visionaries leading digital communications to new discoveries & e-evolutions!

Integrity. Collaboration. Innovation.
 Our values inform all our work. From clients to colleagues, we challenge ourselves to exceed expectations and push boundaries.

Strategy to Action Tips

1. Engage your team in the development of your strategy, goals & objectives
2. Break goals & objectives down into the tasks that you can each day
3. Always check your actions against your priorities so you are sure that each day is productive
4. Talk to your team about priorities, assign tasks to your team
5. Monitor & evaluate. Stick with it!!

