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The Challenge. You have created the strategy and now you have to implement it. You have to go from discussing it with only the top leaders to sharing it with the whole organization and giving people direction. Strategy is about making the tough choices; implementation is about taking the right actions.

Stewards of Strategy. Leaders don't implement strategy; people do. Leaders are responsible for crafting the strategy and overseeing its implementation. They are the stewards of the strategy. They must engage and support the people, communicate the strategy, align it to the culture, identify the right measures, change the processes and constantly review the strategy and its implementation.

A Structural Framework. Many leaders struggle with implementing strategy for these reasons: Because they underestimate the challenge, because they become distracted with chasing quarterly results, or because they have no structure to guide them. The Implementation Compass™ provides that structure while highlighting the eight areas required for excellence in execution. It is based on research from companies that have successfully implemented their strategy. Specifically, the Implementation Compass™ directs leaders on how to build an implementation plan and ensure everyone involved is taking the right actions.
