

# *Tools & Tips to help you get traction with Execution of Strategy*



**A mediocre strategy well  
executed is better than a great  
strategy poorly executed**

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**What a cop out!**

# Four Key Elements

- 1. Making Choices**
- 2. Aligning Everyone**
- 3. Setting Priorities**
- 4. Creating Accountability**





Strategy is about making choices, trade-offs; it's about deliberately choosing to be different.

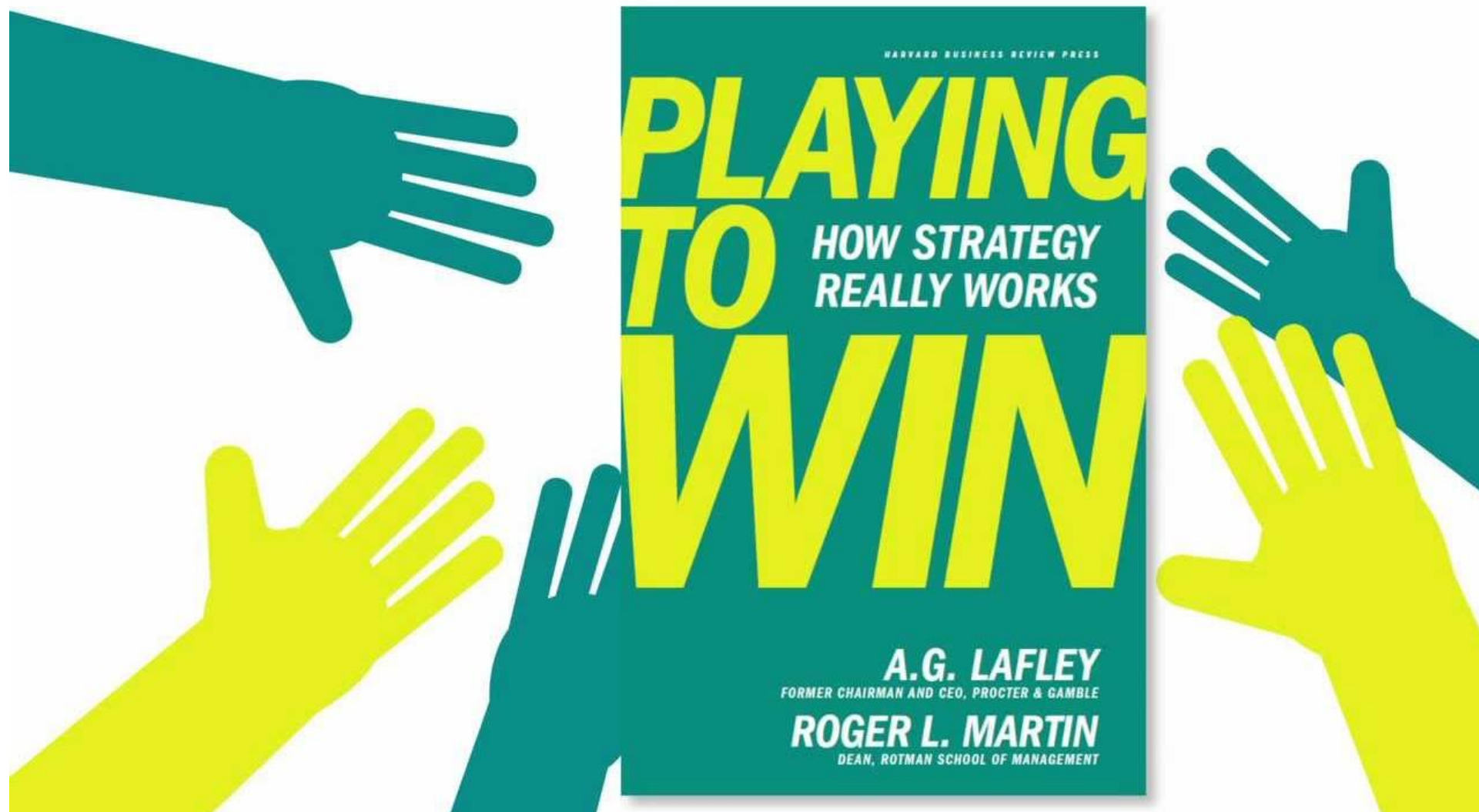
(Michael Porter)

[izquotes.com](http://izquotes.com)

# Strategic Planning Model







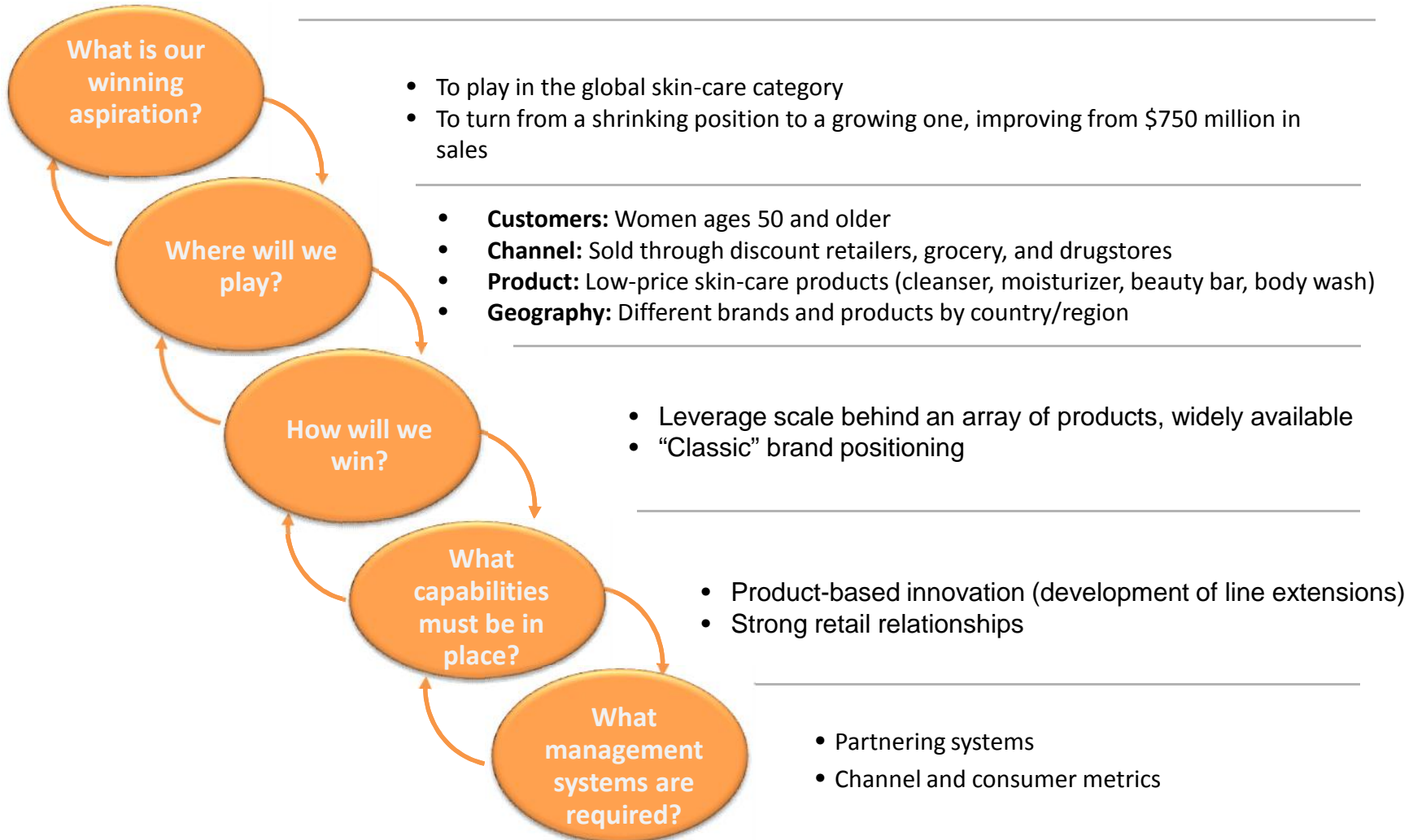


# 5 Sets of Choices

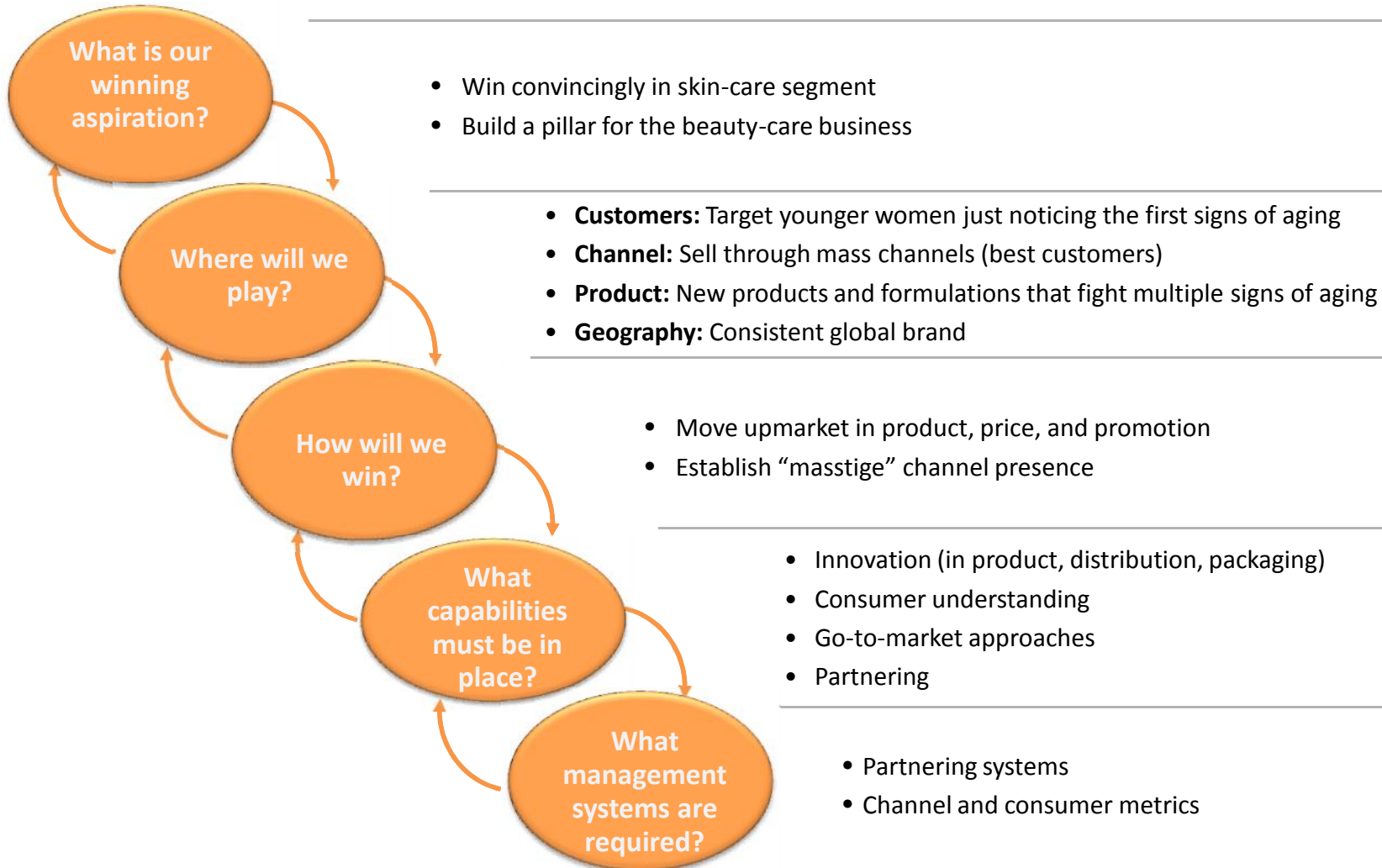




# Old Strategy: Playing to *Play*



# New Strategy: Playing to *Win*



# Getting started...

1. Map out your current strategy – not what you want it to be, but what it actually is!
2. Identify key strategic challenges and opportunities facing you and your market
3. Develop *where to play* and *how to win* options to address
4. Debate, discuss, argue – make choices
5. Reframe your strategy – in whole or in part to take advantage of these challenges and opportunities

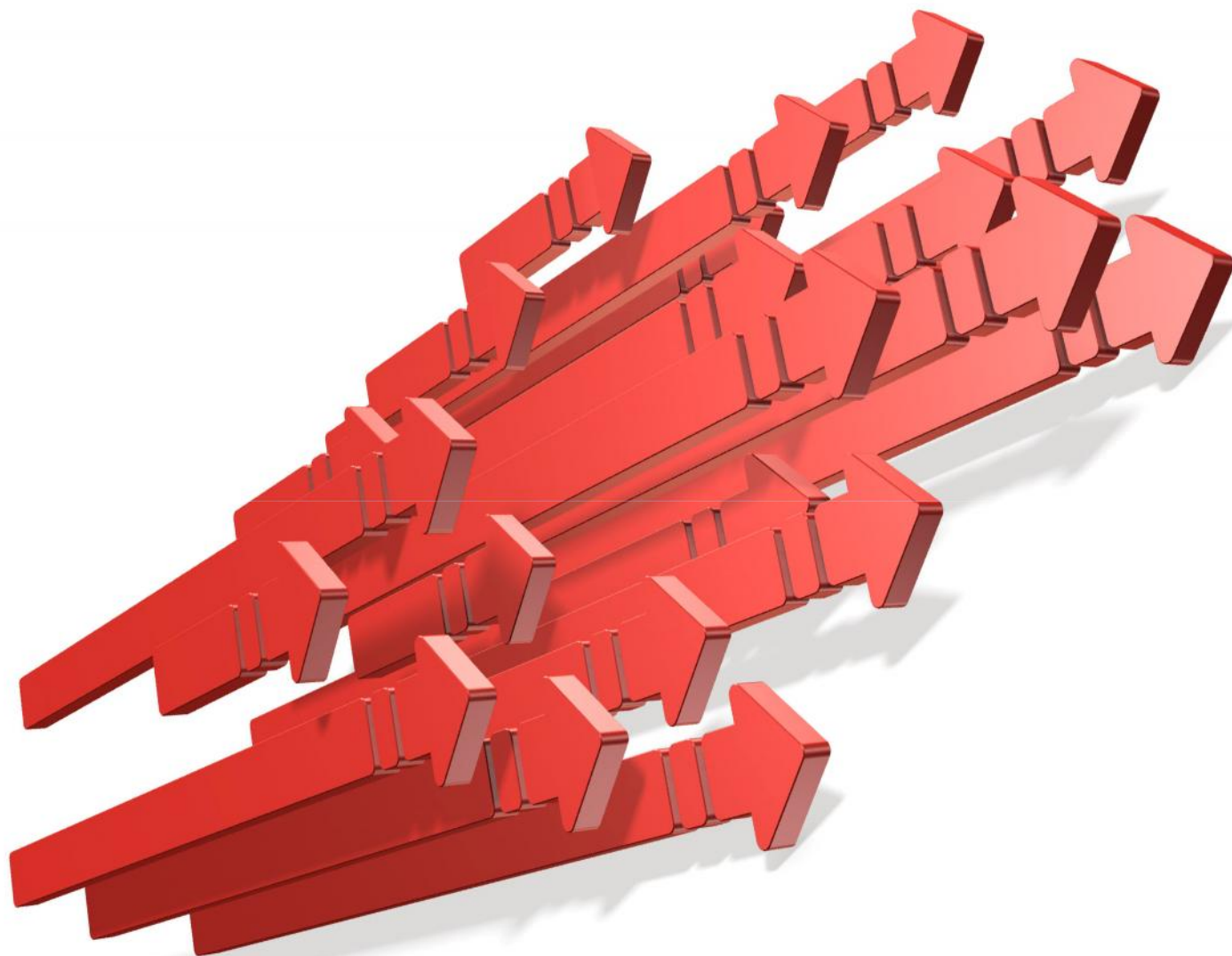
## Exercise – Your Strategy Today



***1) Write down some of your current choices***

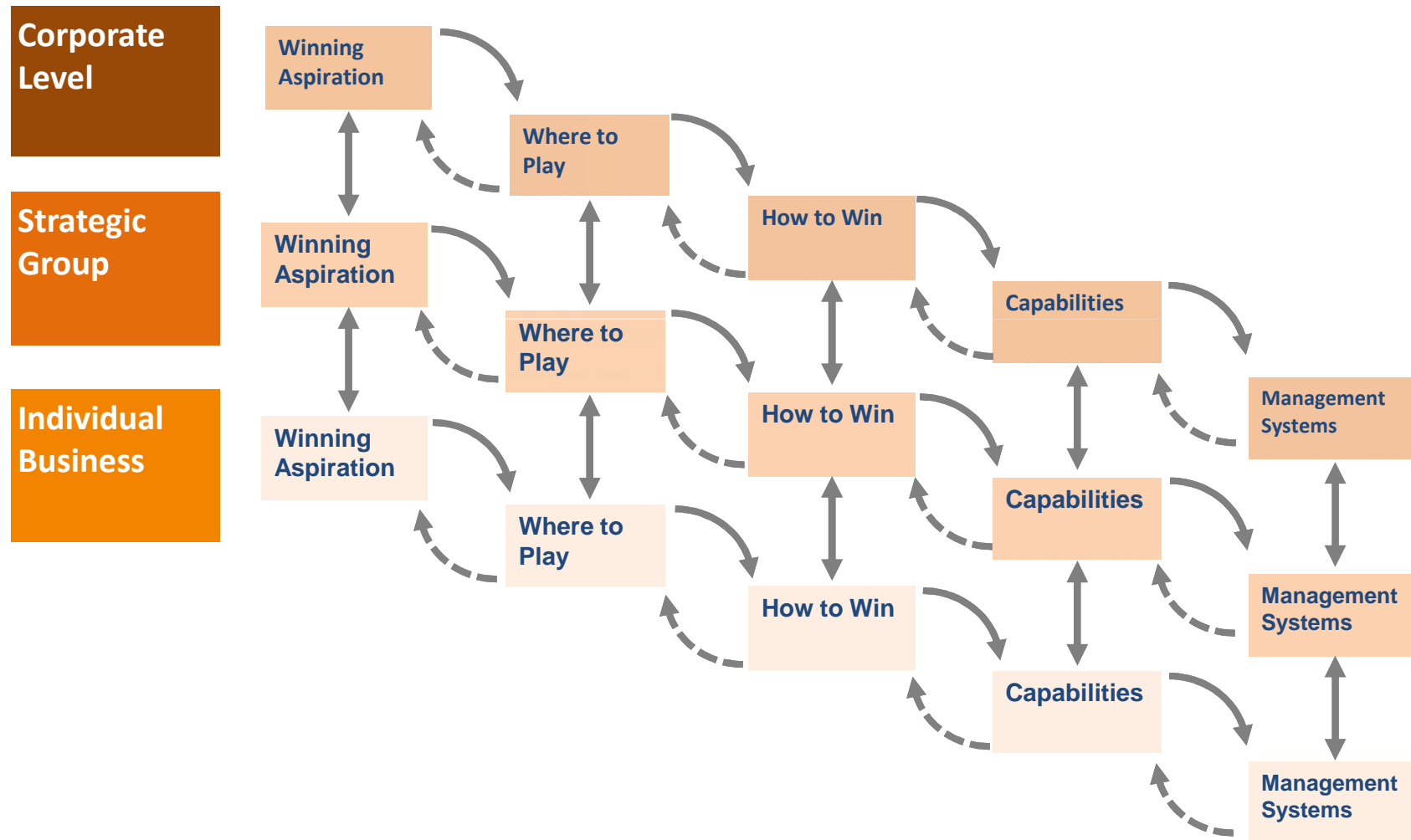
- ***Where you Play***
- ***How you Win?***

***2) Is it distinctive –are you playing to play or playing to win?***

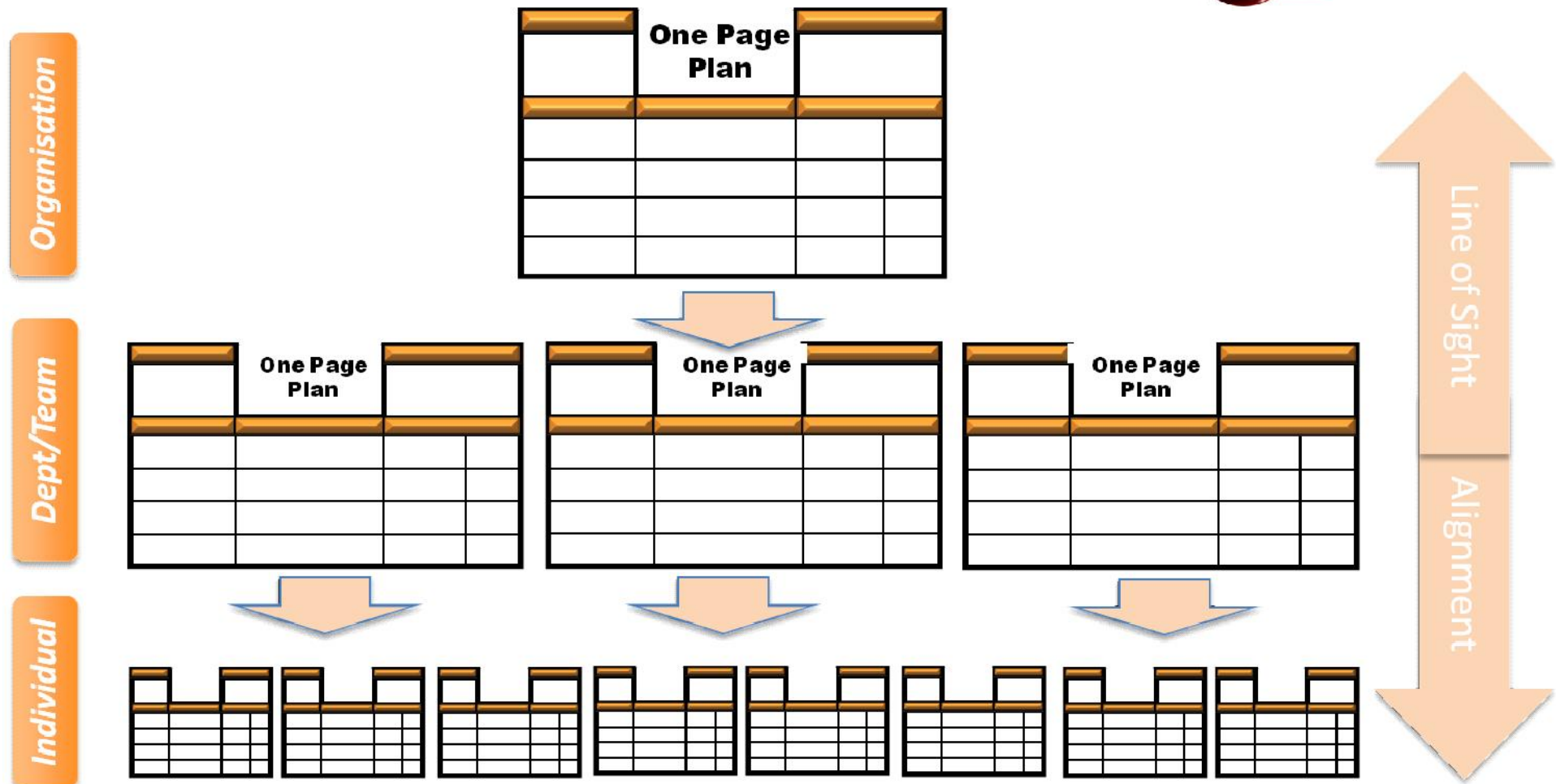




# On the strategic choices...



# On your business priorities...





RIGHT HERE,  
RIGHT NOW!



## Exercise – Your Top Priorities



- 1) *Brainstorm all the priorities you are focused on at the moment*
- 2) *Think forward three or six months – what is critical for you to have achieved by then*
  - *what are the top 3-5 – no more?*
  - *which is the most critical to achieve?*



Not another meeting...





# It's all about purpose and structure...



	Daily	Weekly	Monthly	Quarterly	Annual
Purpose	Operations	Tactics	Performance	Priorities	Strategy
Agenda	<ul style="list-style-type: none"> <li>•Communication</li> <li>•Connections</li> <li>•Obstacles</li> <li>•No solving</li> </ul>	<ul style="list-style-type: none"> <li>•Weekly dashboard</li> <li>•Remedial actions</li> <li>•Priority barriers</li> <li>•Integration</li> <li>•Good news</li> </ul>	<ul style="list-style-type: none"> <li>•P&amp;L</li> <li>•KPI's</li> <li>•Priorities progress</li> <li>•Strategic issues</li> </ul>	<ul style="list-style-type: none"> <li>•Review last period priorities</li> <li>•Set next period priorities</li> <li>•Strategic issues work outs</li> <li>•How are we working together?</li> </ul>	<ul style="list-style-type: none"> <li>•Review annual performance</li> <li>•Review and refine strategy</li> <li>•Set business objectives</li> </ul>
Time	5-10 mins	1 hour	2-3 hours	½ - 1 day	1-2 days

**Creates Focus and Accountability**



## Creating Accountability

- Set clear KPI's
- Track & report progress
- Communicate
- Make visible
- Empower – real time learning

# Planning



## My Strategies and Actions

Strategies, actions and questions you create for yourself or your clients.

[New Post](#)

Filter by:

All

Pending

	Strategies and Actions	Type	Date Created	Created By	Due Date	Status	
	<a href="#">New plan</a>	Strategy	13 Mar 2014	James Mason	12 Mar 2014	Overdue	<a href="#">Mark Complete</a>
	<a href="#">Test</a>	Action	14 Mar 2014	Emily Mason	14 Mar 2014	Overdue	<a href="#">Mark Complete</a>
	<a href="#">Do income matrix next week</a>	Action	19 Mar 2014	James Mason	24 Mar 2014	Overdue	<a href="#">Mark Complete</a>
	<a href="#">Predicting sunspots</a>	Strategy	24 Mar 2014	Chris Bekas	24 Mar 2014	Overdue	<a href="#">Mark Complete</a>
	<a href="#">An action without a file</a>	Action	27 Mar 2014	Chris Bekas	27 Mar 2014	Pending	<a href="#">Mark Complete</a>
	<a href="#">An action with a file</a>	Action	27 Mar 2014	Chris Bekas	27 Mar 2014	Pending	<a href="#">Mark Complete</a>
	<a href="#">Test by Test Mason of the system</a>	Strategy	25 Mar 2014	Test Mason	31 Mar 2014	Pending	<a href="#">Mark Complete</a>
	<a href="#">latest one page plan for my company</a>	Strategy	25 Mar 2014	Test Mason	16 Apr 2014	Pending	<a href="#">Mark Complete</a>
	<a href="#">do marketing plan</a>	Strategy	25 Mar 2014	James Mason	18 Jun 2014	Pending	<a href="#">Mark Complete</a>



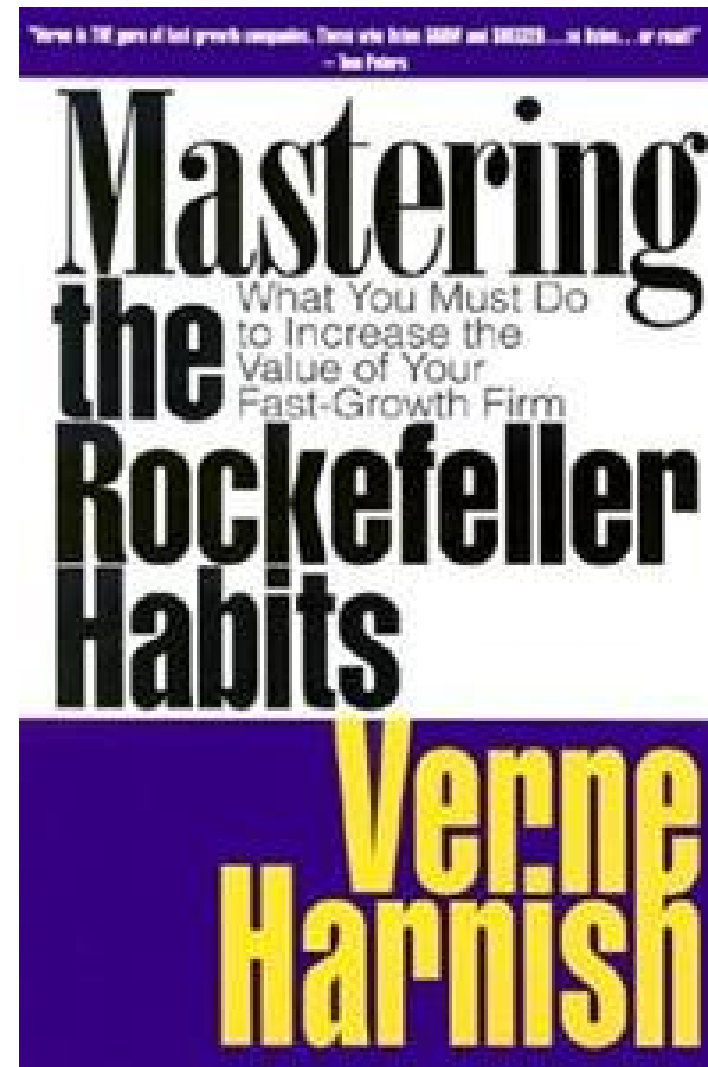
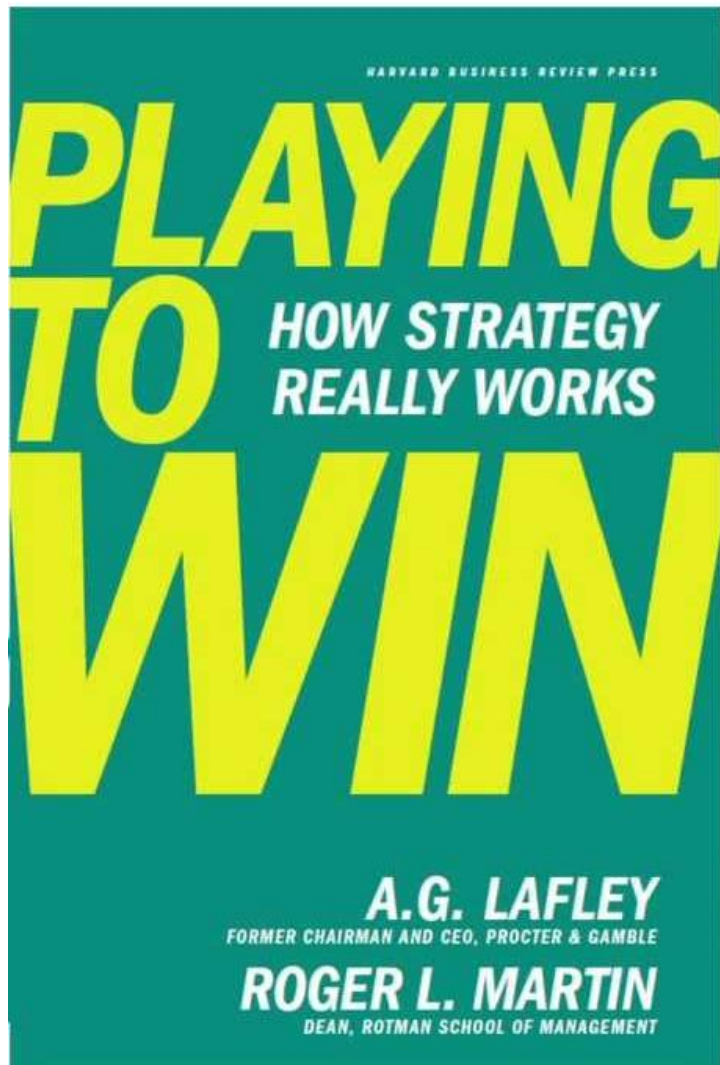
Accountability Buddy

## Wrapping Up

1. Making Choices
2. Aligning Everyone
3. Setting Priorities
4. Creating Accountability







## *Tools & Tips to help you get traction with Execution of Strategy*



## *Questions?*



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