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## Leadership Insights

### Executing Strategy—Success Is In The Detail

What is more important—Strategic Planning or Executing Strategy?...the truth is that both are critical for organisation success as Strategic Planning shapes the purpose, direction, and competitiveness of the organisation, while Strategy Execution translates strategic intent into actions, revenue inflows and profit vs. objectives.

#### Executing Strategy Issues

Despite having a good Strategic Plan, many organisations encounter issues when Executing their Strategy that erode productivity and performance, and result in short-falls in achieving plans and objectives.

While there are many issues that impact the effective Execution of Strategy, there are 3 key issues which are:

Lack of Detail—the critical steps, actions and contingencies are not detailed enough, or may be non-existent

Lack of Focus—too many projects/distractions resulting in the inability to deliver action, resources or discipline

Lack of Action—due to poor communication, slow decision-making, or ineffective responses to variations, changes or modifications that are required

#### Executing Strategy

While there are many specific actions that leaders must implement to Execute Strategy effectively and successfully, there are 3 crucial leadership actions that are imperative which are:

**1. Total Ownership**—regardless of whether you have developed and are also implementing the plan, or whether you have delegated it, you must know the plan inside-out and eat, breath and live it

**2. Process and Detail**—be diligent and follow comprehensive processes and steps to ensure that critical details are addressed and don't slip through the cracks

**3. Rapid Response**—once you've identified issues or opportunities, develop responses and implement them rapidly to maximise outcomes and/or minimise issues

#### Planning and Execution—Case Study Workshops:

Eastview delivers the unique and incisive Planning and Execution-Case Study Workshops that equip leaders to increase the outcomes/results of their plans by identifying the issues that often impact and erode results.



### About Eastview

Eastview specialises in assisting organisations to execute strategy by delivering incisive, strategic and results-changing Leadership Development and Strategic Consulting throughout Australia which are:

**Individually Designed** - to address your specific challenges, opportunities and requirements

**Strategically Planned** - to align with your strategies, competencies, performance measures and culture

**Incisive in Content** - using world-class resources, comprehensive content, and extensive experience

**Results-Changing** - through intensive hands-on practical learning and support that enables rapid application

**Excellent Value**

### Contact

For more information about Eastview please contact John Davidson on:

Phone: 0424 056 427

Office: 02 4950 0380

Fax: 02 4950 0220

Web: [www.eastview.net.au](http://www.eastview.net.au)

Email: [john.davidson@eastview.com.au](mailto:john.davidson@eastview.com.au)