



REALIZING STRATEGY:

DDI'S ACCOUNTABILITY & EXECUTION SERVICES

Formulating strategy is tough. Executing it is even harder. But without effective execution, strategy is worthless.

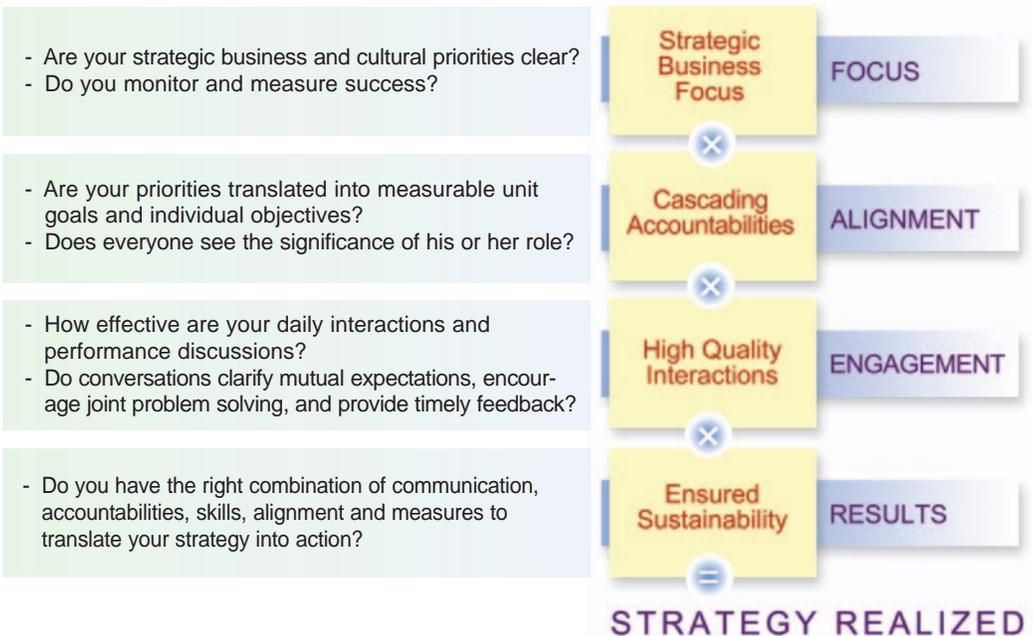
If execution is so vital, why do so many organizations struggle with it? Research indicates that two-thirds of all strategies aren't successfully executed. Imagine the competitive advantage your organization could realize if:

- > There was focus on top priorities; mobilizing your workforce in one common direction.
- > Systems and processes were aligned; ensuring consistent messages, incentives, and understanding of priorities.
- > Employees were engaged and committed to their role in executing the strategy.
- > Your organization achieved results that created new levels of energy and pride.

Focus, Alignment, Engagement, Results

That's what transforms your strategy into reality. Getting there depends on synergy among the four simple, but powerful variables illustrated in the execution equation.

THE EXECUTION EQUATION



THE REALITY OF TODAY'S GLOBAL BUSINESS ENVIRONMENT:

- > Hyper competition
- > Continual market changes
- > Conflicting priorities
- > Stretched resources
- > Unparalleled complexity



THE EXECUT

READ CASE STUDIES
ON DRIVING EFFECTIVE
EXECUTION IN DDI'S
LATEST PUBLICATION,
*REALIZING THE PROMISE
OF PERFORMANCE
MANAGEMENT*

REALIZING STRATEGY:
DDI'S ACCOUNTABILITY & EXECUTION SERVICES

Strategic Business Focus



With clear priorities, measures, and a collective plan for achieving them, your senior leaders are ready to captivate and compel your workforce toward making it happen.

Here's how DDI can help:

CREATING STRATEGIC FOCUS:

We work with your executive team to clarify business and cultural priorities as well as lead and lag measures of success.

- > *DDI helped the marketing subsidiary of a leading consumer products manufacturer develop a company-wide strategy, from vision to balanced scorecard. For the first time in years, all executives had a common, well-articulated direction and success criteria.*

EXECUTING BUSINESS STRATEGYSM:

We work with your business unit leaders to translate strategy into measurable operational plans.

- > *DDI helped middle managers at a major telecommunications company understand the business strategy and their accountabilities for carrying it out. This helped drive alignment throughout the organization.*

DRIVING STRATEGIC CHANGE:

We provide Executive Focus Coaching to senior leaders, which integrates their personal development with what's important to the business.

- > *DDI helped the chief executive of a government agency design and implement an approach to expand his senior leadership team, with the goal of moving his organization faster toward it's vision.*

Cascading Accountabilities



With an accountability system based in best practices, each department's, team's, and individual's performance goals are clearly aligned with your strategic priorities, and each employee and manager is prepared to play their part.

Here's how DDI can help:

ACHIEVING RESULTS THROUGH ALIGNMENT:

We guide you on how to retool your performance management system to create more visibility and, in turn, increase impact.

- > *A major beverage company found that a standard approach to performance management simply wasn't applicable to its complex organization. DDI's expertise was leveraged to design a three-tiered approach for executives, leaders, and frontline employees.*

MAXIMIZING PERFORMANCE[®]:

Our best practices-based performance management system helps you accelerate toward achievement of your business goals.

- > *A leading information management company implemented DDI's Maximizing Performance[®]. Leaders' confidence in their ability to manage their staff's performance increased by an average of 44.3% following training. This increase translated into a return of over \$10 for every \$1 of training investment.*

DDI also partners with leading software vendors to bring you a total solution.

ION EQUATION

High Quality Interactions

With enhanced interpersonal skills, your leaders are more adept at the day-to-day interactions that are the essence of execution. In addition, skill development in the area of establishing expectations, providing on-going coaching and tough feedback, helps employees improve, grow, and become more actively engaged in managing their own performance.

Here's how DDI can help:

SHARPENING EXECUTIVES:

DDI's Social Intelligence: *Powerful People Skills for Senior LeadersSM* enables executives to communicate a clear vision while building commitment and ownership across the enterprise. This experience is tailored to address your unique business challenges.

- > *DDI worked with the executives of a major food manufacturer's international operations group. We helped them enhance the day-to-day interactions required to create full engagement and address the tough people issues that are barriers to executing strategy.*

STRENGTHENING LEADERS:

DDI's Interaction Management[®]: *Exceptional Leaders ...Extraordinary Results[®]* leadership development system enables leaders to establish clear performance expectations and build a high-performing workforce.

- > *DDI and a leading industrial manufacturing company designed a six-course performance management curriculum for their frontline and mid-level leaders. The resulting increase in individual and team performance was valued at over \$6,000 per participant for an ROI of 194%.*

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Ensured Sustainability

With the right degree of communication, accountabilities, skills, alignment, and measures you're able to realize the full potential of your accountability system and sustain effective execution.

Here's how DDI can help:

ASSESSING YOUR ACCOUNTABILITY SYSTEM:

We conduct an objective analysis of how your current system is designed and being executed from top to bottom.

- > *Through focus groups, executive interviews, and surveys, DDI helped a major pediatric hospital system build a clear business case for improving its performance management system.*

ENSURING IMPLEMENTATION SUCCESS:

We help you develop solid plans for implementing, monitoring, and evaluating your new system so results can be sustained over time.

- > *DDI helped a leading university medical school evaluate the success of a new performance management process it was piloting. Results indicated that the school's culture required a significantly different implementation approach. A new plan was developed, which ultimately led to success.*

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Strategy Realized

STRATEGY REALIZED

THE AMERICAS

WORLD HEADQUARTERS
PITTSBURGH
412.257.0600

MEXICO CITY
52.55.1253.9000

TORONTO
416.601.5500

Other major offices in
Atlanta, Chicago, Dallas,
Detroit, Los Angeles,
Monterrey, Montreal,
New York, St. Louis,
San Francisco, Santiago,
and São Paulo

EUROPE/AFRICA

DÜSSELDORF
49.2159.91680

LONDON
44.1.753.616.000

PARIS
33.1.41.9686.86

Other major offices in
Johannesburg, Utrecht,
and Warsaw

ASIA-PACIFIC

HONG KONG
852.2526.1188

SINGAPORE
65.6226.5335

SYDNEY
61.2.9466.0300

Other major offices in
Auckland, Bangkok,
Jakarta, Kuala Lumpur,
Manila, Melbourne, Seoul,
Shanghai, Taipei, and Tokyo

E-MAIL: INFO@DDIWORLD.COM
WWW.DDIWORLD.COM



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ABOUT DDI.

Since 1970 Development Dimensions International has worked with some of the world's most successful organizations to achieve superior business results by building engaged, high-performing workforces.

We excel in several major areas. Designing and implementing selection systems that enable you to hire better people faster. Identifying and developing exceptional leadership talent crucial to creating a high-performing workforce that drives sustained success.

What sets DDI apart is realization. We focus on the needs of our clients and have a passion for their success.

The outcome? You bring the best people on board, who get up to speed faster, contribute more, and stay longer—giving you the ultimate competitive advantage.



POWERING
SELECTION
SUCCESS



DEVELOPING
EXTRAORDINARY
LEADERS



UNLEASHING
EXECUTIVE
TALENT

