



FACTS

EXECUTING BUSINESS STRATEGYSM

NEED

Developing a sound business strategy is one thing; executing it is another. The best and brightest can set strategy, but their efforts will be wasted unless they follow through with effective execution.

To turn strategy into reality, leaders must be able to translate business strategy into action, align organizational capability, and leverage organizational systems.

PRODUCT DESCRIPTION

Executing Business Strategy turns key managers into leaders who can successfully execute an organization's strategic initiatives. This is custom, hands-on learning where leaders work through their own organization's strategies given their resources and constraints.

Executing Business Strategy consists of three customizable sessions: Translating Business Strategy into Action, Aligning Organizational Capability, and Leveraging Organizational Systems.

HOW IT WORKS

To prepare for these sessions, leaders complete an organizational assessment; collect existing information about the company's vision, values, and strategies; and prepare an in-basket simulation.

Translating Business Strategy into Action

This session heightens awareness and builds leaders' skills in executing a strategy. Leaders review their organization's strategies against six typical categories and discuss issues and gaps. They learn how their business unit's top five strategic priorities can be used to focus the organization's energy and how the leading and lagging indicators for the organization's strategic priorities help establish measurement for the strategies' success. Leaders identify objectives and consider the contribution they can make to each priority.

Aligning Organizational Capability

Leaders learn the benefits of effectively managing and clarifying the organizational culture to achieve their business strategy. They learn about their role in assessing talent, and they customize profiles to identify competencies for the roles that report to them. They begin developing their management team by assessing players against core and job/role competencies. They create an action plan to develop employees and match the right players to the right jobs.

Leveraging Organizational Systems

Leaders assess organizational systems and processes and plan how to improve four systems to better achieve their strategies. They review the importance of communication in sustaining commitment to strategy, complete a self-assessment that provides insight into current communication, and complete a development plan. Action plans are developed for communicating strategy, driving accountability, assessing players, and leveraging systems.

BENEFITS

Through Executing Business Strategy, leaders become effective strategists because they learn to execute the strategies they set. Other benefits of this unique program include:

- > Helps leaders tackle pressing strategy-implementation issues because they work through those issues as a team, learning the whys, whats, and hows of the strategy execution process.

- > Offers a permanent, process-oriented solution that can be used on an ongoing basis because leaders are given the necessary knowledge and skills to execute business strategy.
- > Focuses on the critical qualities of effective execution. People know what to do because accountabilities are clear, know how to do it because they have the right skills, and are motivated to do it because they see how they are adding value to the organization.
- > Forces awareness and galvanizes action because key leaders work through the process together and come to the same understanding about issues, opportunities, and accountabilities.

CONTACT INFORMATION

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