

STRATEGY IMPLEMENTATION NEXT GENERATION STRATEGY EXECUTION

FROM CONCEPTION TO EXECUTION

GAIN A STRATEGIC
ADVANTAGE AND BE
AMONGST THE 30% WHO
SUCCEED IN EXECUTING
STRATEGY

3 DAY HANDS-ON WORKSHOP AND TRAINING EVENT

PARTICIPANTS WILL PRODUCE REAL AND PRACTICAL COST REDUCTION PLANS AND STRATEGIES FOR THEIR ORGANIZATIONS

27-29 NOV 2017 | THE ADDRESS HOTEL DUBAI MARINA

A UNIQUE TRAINING PROGRAM WHICH IS BLEND OF
CONSULTING AND TRAINING THAT AIMS TO TACKLE
YOUR MOST CRITICAL STRATEGY EXECUTION CHALLENGES

Regional Experts and
THOUGHT LEADERS

LEARN FROM REGIONAL EXPERTS WHO HAVE EXECUTED OVER 500 STRATEGY
EXECUTION PROGRAMS ACROSS THE REGION

Acquire practical tools and methodologies to implement strategy in the following areas and more.....



Strategy
Conception



Operating
Model Design



Linkage to
Performance Management



Strategic
Alignment



Operational
Alignment



Strategy
Oversight

WHO

Who should attend ?

Leaders, managers, and professionals in

- Strategy and business planning Performance management
- OSM (Office of Strategy Management) and VRO (Vision Realization Office)
- Organization Development & Innovation professionals
- All other leaders, managers, practitioners responsible for strategy execution in their organizations or business units

WHAT

About the Training

- Acquire access to the "strategy implementation toolbox" and
- Learn how to effectively develop strategies and conduct proper strategic analysis
- Learn how to develop a target operating model
- Ensure linkage to performance management
- Learn how to build a Balanced Scorecard and cascade it across the organization
- Build capabilities in strategic and operational alignment
- Understand how to cultivate the right culture needed to execute strategy

WHY

Key Benefits

This is a hands on training in strategy execution heavily focused on case studies and practical applications. Participants are asked prior to the event to identify their strategy execution pain points and gain access to tools and methodologies to tackle them during the training itself. Participants will learn proven as well as next generation techniques to implement strategy, and a post training consulting session will be conducted to check on the application of the learnings

To register yourself or a member of your organization or for further inquiries, please contact us via telephone or email
Discounts available for groups

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ACADEMY

THE ADDRESS HOTEL DUBAI MARINA

27-29 NOV 2017

SPACES ARE LIMITED

Early Bird Price
Register Before Sep 7th

\$ 1999

Regular Price

\$ 2366

Learn the latest trends in strategy execution as well as proven techniques which have been applied successfully in over 500 organizations

About The Instructors



James Creelman is a highly experienced advisor, researcher and trainer in the strategy management and related fields. He has more than 25 years' experience in the Balanced Scorecard and other approaches to strategy execution, as well as strong background in functional best practices and corporate culture. James has written over 24 in-depth research-based management books.

Dr David Norton has referred to James in print as 'the foremost chronicler and historian of the Balanced Scorecard movement,' and has contributed forewords to many of his works.



Rani Salman is a regional expert in the field of strategy execution and has successfully completed over 100 strategy implementation projects in the region. He is also a high level trainer and advisor on strategy execution to some of the leading organizations in the region cutting across various industries. He also specializes in the softer yet most critical side of execution that includes culture transformation, leadership development, and change management.

BEFORE TRAINING

DURING TRAINING

AFTER TRAINING

IDENTIFY

Most pressing strategy execution challenges

LEARN

Apply Strategy Execution Toolbox

PLAN

Develop an action plan on how to tackle specific challenges in your

EXECUTE

Session with regional experts

3 DAY HANDS-ON WORKSHOP & TRAINING EVENT

DAY 1

Introduction

- The evolution of strategy
- Latest trends in strategy execution
- Barriers to strategy execution

Strategy Conception

- Conducting strategic analysis the "right way"
 - Visioning and its articulation
 - The Art and Science of strategy conception
 - Defining your business model
 - Formulating strategic decisions and guiding principles
- Strategy mapping

Operating Model Design

- Linking the business model to the operating model
- Key elements of the operating model
- Deep dive into the operating model elements (structure, technology, process, etc.)
- Alignment of operating model to strategy

Linkage to Performance Management

- Translating strategy into operational terms (objectives, KPIs, targets, initiatives)
- Strategy mapping
- Setting up the Balanced Scorecard
- Objective setting and optimal KPI selection
- Strategy mapping

DAY 2

Introduction

- Recap of Day 1
- The hard side to execution

Strategic Alignment

- Cascading strategy to business units
- Cascading strategy to employees
- External stakeholder alignment
- Achieving vertical and horizontal alignment
- People performance (latest trends and methodologies)

Operational Alignment

- Aligning budget to the strategy
- Developing operational KPIs and dashboards
- Linking operating plans to the strategic plan
- Operational linkages

Strategy Oversight

- Conducting performance reporting and reviews
- Strategy review meetings
- Operational review meetings
- Data analysis & decision making
- Testing and adapting strategies
- Emerging strategies

DAY 3

Introduction

- Recap of Day 2
- Strategic foundation/enablers
- The soft side to execution

Leadership

- Generating leadership buy-in
- Essential leadership behaviors for strategy implementation

Culture Change

- Demystifying culture
- Why culture "eats strategy for breakfast"
- Aligning culture to strategy and vice versa
- How to change culture to enable strategy
- Framework for cultural change

Change Management

- Readiness for change
- Managing the change
- Strategy communication
- Framework for change management and techniques to enable strategy

Technology

- Choosing the right technology system to manage performance and strategy
- Technology providers overview

Strategy Execution Office

- Designing and running the Strategy Execution Office

Governance

- What is strategy governance
- Implementing the governance model

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