

Successful Strategy Execution -- Overcoming the Five Myths

Rate your level of agreement with the statements below (1=low and 6=high)

1 2 3 4 5 6

1 2 3 4 5 6

MYTH #1: Execution Equals Alignment

Problem: Managers Focus on Hierarchy

--	--	--	--	--	--

Solution: Improve Coordination Across Units

--	--	--	--	--	--

MYTH #2: Execution Means Sticking to the Plan

Problem: You Can't Anticipate Everything

--	--	--	--	--	--

Solution: Reallocate Resources Continually

--	--	--	--	--	--

MYTH #3: Communication Equals Understanding

Problem: People Don't Get the Strategy

--	--	--	--	--	--

Solution: Keep Messages Simple and Consistent

--	--	--	--	--	--

MYTH #4: A Performance Culture Drives Execution

Problem: Too Much Focus on Hitting the Numbers

--	--	--	--	--	--

Solution: Rewards Behaviors that Support Execution

--	--	--	--	--	--

MYTH #5: Execution Should be Driven from the Top

Problem: Middle Managers Don't Learn to Lead

--	--	--	--	--	--

Solution: Have Middle Managers on the Front Line Making the Tough Calls

--	--	--	--	--	--