


IMPACT

STRATEGY EXECUTION: 5 Myths and Solutions

 Studies show that up to three-quarters of large organizations struggle to implement their strategies. When global CEOs are surveyed about their **biggest concerns, execution tops the list**—ahead of innovation, geopolitical instability, and top-line growth.” - Harvard Business Review

MYTH

PROBLEM

SOLUTION

- | | | |
|-------------------------------------------|-----------------------------------------|-------------------------------------------------------------|
| 1 Execution equals alignment | P Managers focus on hierarchy | S Improve coordination across units |
| 2 Execution means sticking to the plan | P You can't anticipate everything | S Reallocate resources continually |
| 3 Communication equals understanding | P People don't get the strategy | S Keep messages simple and consistent |
| 4 A performance culture drives execution | P Too much focus on hitting the numbers | S Reward behaviors that support execution |
| 5 Execution should be driven from the top | P Middle managers don't learn to lead | S Have middle managers on the front line making tough calls |

Are you investing in the right place?

Mid-level management is the key to solving the problems associated with successful strategy execution. By investing in leadership development in this critical area, companies can effectively solve these five problems. LEAP® is the Leadership Acceleration Program to do it.

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