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# STRATEGY EXECUTION HEROES

## A Strategy Execution master class

### *Agenda*

A typical agenda of a two-day Strategy Execution master class that I teach regularly:

#### Day 1

- Welcome and introduction
- The 8 as a Strategy Execution process framework
- Strategy update
  - | Strategy definition versus update: overview of methods and tools
  - | Different approaches for strategy workshops
  - | How to facilitate a strategy exercise
- Communicate and cascade
  - | Strategy communication framework
  - | How to brand your Strategy Execution
  - | How to use the corporate intranet in your communication strategy
  - | Balanced Scorecards in practice
  - | Cascading methods and tools
- Summary day 1

#### Day 2

- Recap day 1
- Initiative management
  - | Improve the initiative management process
  - | Set-up and role of a strategy office
- Set objectives
  - | Standards and techniques for objective setting
  - | How to monitor individual objective quality
- Monitor and coach
  - | Coaching models and their use
  - | Coaching from a company perspective
  - | Method to evaluate coaching efforts at company level
- Evaluate performance
  - | Evaluation
- Compare and learn
  - | How to use benchmarking as a tool to improve your Strategy Execution
- Summary day 2
- Wrap up: what will you do?

Note: Strategy Execution master classes vary in duration from half a day to three days, based on participants' profiles and learning goals.

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This document is part of a set of supporting material available for download upon purchase of Strategy Execution Heroes by Jeroen De Flander (isbn 978-908148731-3) .

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