

Join the crusade against strategy tourists

Dear Reader

You are reading the expanded edition of *Strategy Execution Heroes*. Additions to the January 2010 first edition are two completely new chapters, 12 new downloads and a free 60-minute audio recording from the Next Generation Strategy event during which I shared the stage with Michael Porter.

The last two years have been very exciting. For the first time since the nineties of advocating the importance of Strategy Execution when I worked for strategy consultancy Arthur D. Little, I feel that the balance has shifted. Strategy Execution is recognised within organisations and universities as crucial to business success, as well as in the wider world. By the end of this year, I will have talked about my passion in more than 30 countries on five continents, including well-established markets such as the US or the UK and fast-growing economical players like China and Brazil, big countries like Russia and smaller ones, such as Iceland.

But the crusade isn't yet over!

Take a moment to think about your own organisation and the people working there. I'm sure you will agree there are still many strategy tourists – those managers who lack the motivation, skills and knowledge to turn a strategy into performance – running around.

So I hope you will join me in the crusade against these strategy tourists. I hope you will become an execution ambassador and promote the importance of Strategy Execution at every opportunity.

Want to get in touch? Drop me an email at jeroen@jeroen-de-flander.com or connect using LinkedIn.

Kind regards

A handwritten signature in black ink that reads "Jeroen De Flander". The signature is written in a cursive style with a horizontal line under the name "Flander".

Strategy Execution ambassador

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