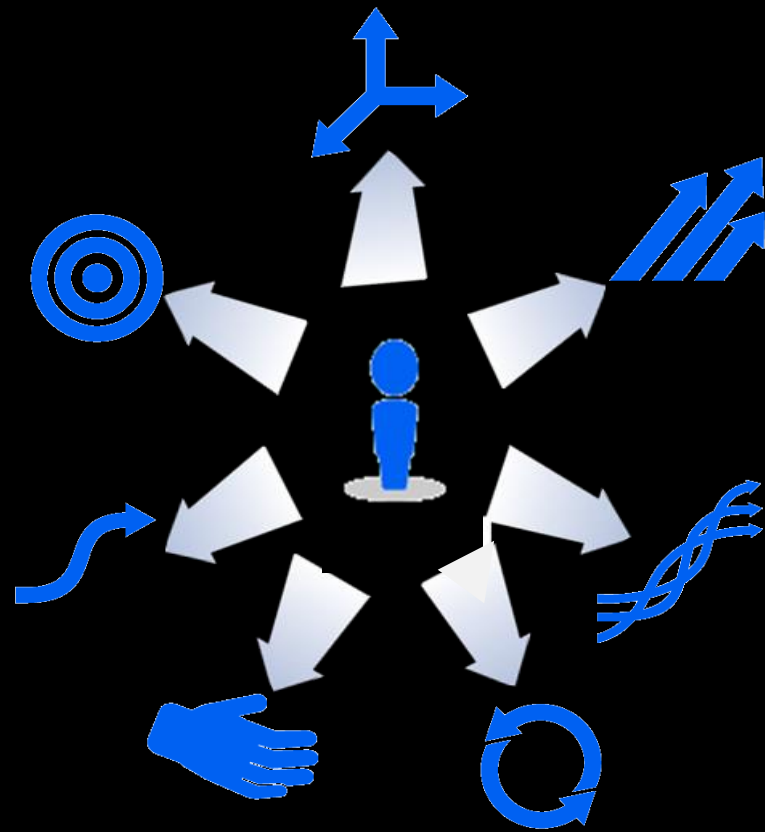


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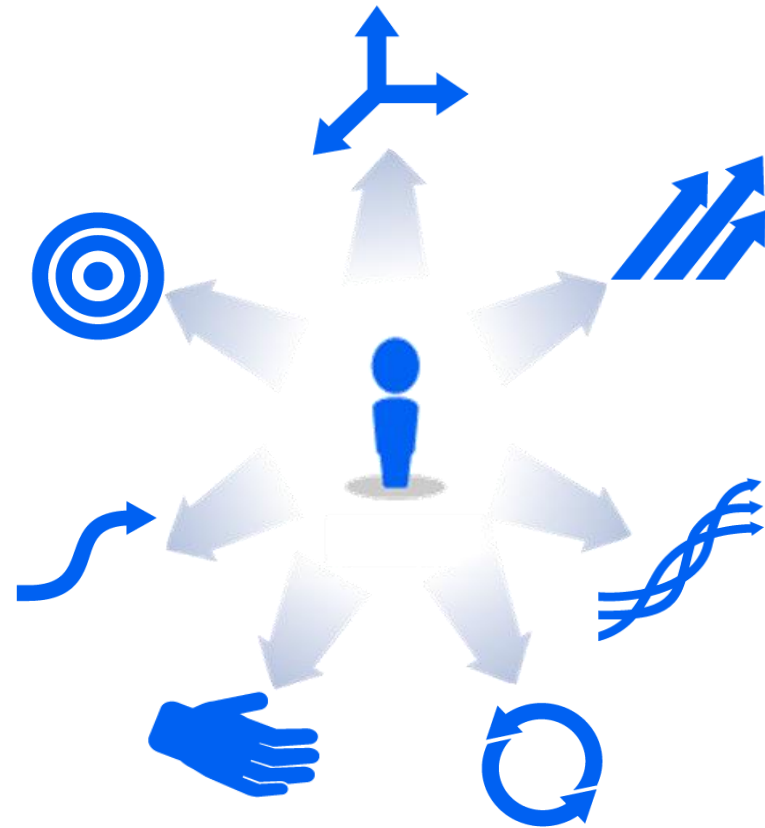
The Role of Leaders in Strategy Success

Peter F. DiGiammarino
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Leaders make the difference between strategy failure and success

- **Strategy** is what leaders **plan to do** in order to **win the game** they are playing.
- A **Strategic Initiative** is what leaders decide must be done differently to change the way things work so as to **increase the odds of winning**.
- **75 to 90% of Strategic Initiatives fail to achieve their intended benefits.**
- Leaders who do a few things right change the odds.



Get Ready:

Get Clear, Aligned, Plan Change

Leaders must:

- **Be clear** about what to accomplish by when, why, and how.
- Determine **what to watch** to track progress and to know when the initiative is a success.
- Assign an **initiative leader** to **build a leadership coalition** that plans and implements.



GO:

Plan, Do & Review, Get Help

Leaders must:

- **Provide resources** (time, money, people, tools, experts, training, etc.) and **authorize** them to execute.
- **Solicit** and **respond** to questions, concerns, and ideas to increase **understanding, desire, commitment, and action.**
- Seek **constant** and **continuous improvement** in **small steps** rather than one massive leap forward.

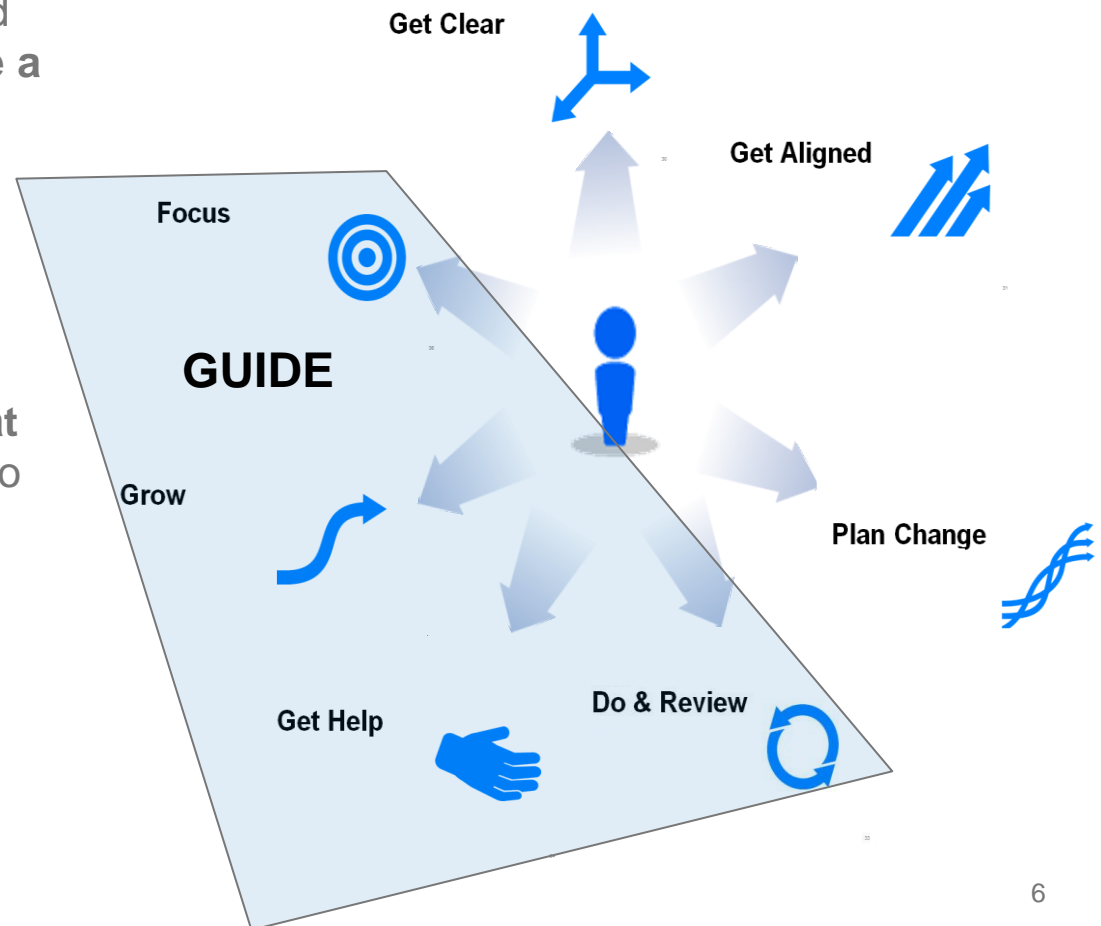


GUIDE:

Do & Review, Get Help, Focus

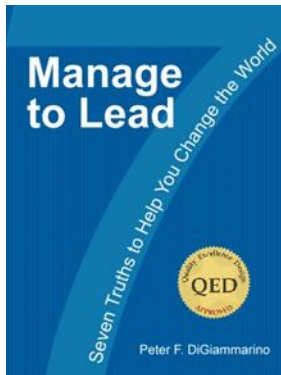
Leaders must:

- On start, regularly thereafter, and around key milestones: **convene a forum** to consistently **review progress** relative to plan and **risks/mitigations** as well as to provide **guidance, support, and direction**
- Keep everyone **focused on what is most important** and to only do what makes the most sense
- **Celebrate** successes, **consolidate, and acculturate lessons** learned



A leader makes the difference when s/he: sets direction, aligns resources, and motivates action

For more see:



Thank you.

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