



Strategy Tip #3

Stick to six principles
for strategy
implementation

With so many uncontrollable factors, **implementation** is often more **difficult** than creating a strategy.

Over and over, we have seen the same **roadblocks** derailing an otherwise good strategy.

Our tip is to address these roadblocks right from the get-go by insisting on six **principles**.



1: Foster safety



Many managers tend to stick to business-as-usual because trying something new involves **risks**. However, this approach is unproductive.

The initial step should be to foster psychological safety: encourage success while also **permitting** individuals **to fail**.

2: Allocate time



Implementation requires work so it is essential to create **room** for the new strategy.

Begin by discarding activities that are no longer relevant, and subsequently direct **resources** toward what truly matters.

3: Create focus



In 80% of the cases we've seen, teams allocate 80% of their strategic initiatives within the initial 5 months of a 5-year plan, creating **gridlock**.

It is crucial to require that each sponsor commits to handling max **two** projects **at a time**.

4: Engage leaders



Often the most successful managers are the **least committed**, as they tend to feel invulnerable.

Engaging them begins by involvement in crafting the new strategy. Then, as CNN founder Ted Turner famously said, they must either "**lead, follow, or get out of the way**".

5: Reward all



The saying “**you get what you measure**” is equally applicable to the execution of strategy.

We recommend incorporating the results of strategic initiatives into the **annual objectives** for all participants and assessing and rewarding based on those outcomes.

6: Be real



Ultimately, it is essential to foster a sense of realism within the team. The future is unpredictable, and **challenges** are inevitable.

Therefore, evaluate progress every quarter, reassess your assumptions once a year, and readjust as needed. People will appreciate **honesty** if there is a bright future for them.

Successful implementation starts with a **preparation** phase. This may take a couple of weeks or even months but will pay back for itself quickly. Then consider a **program office** to drive progress.

Are you facing challenges with strategy execution? Share **your thoughts** in the comments.

The six principles originate from **Robert Miles** and we highly recommend his book "[Big Ideas to Big Results](#)".

