American Management Association's
Strategy Execution: Getting It Done

Learning Objectives

- Define Strategy Execution and the Critical Elements Necessary for Success
- Develop a Strategy Execution Goal and Plan
- Launch the Strategic Initiative, and Drive the Plan Through a Supportive Infrastructure
- Keep the Strategic Initiative on Track to Achieve Results That Can Be Replicated and Celebrated

Strategy Execution—What and Why

- Explain What Strategy Execution Is and Why It Is Critical to Your Success on the Job
- Use Mind Mapping to Define/Refine a Strategic Initiative
- Develop a Fast Forward Project to Further a Strategic Initiative

Prepare for Results

- Describe Why Taking Responsibility for Strategy Execution Is a Critical Part of Your Job
- Define and Document a Strategic Initiative Charter, and Design Elements of a Strategic Initiative
- Diagnose the Best Approach for Connecting with Key Stakeholders to Gain Input on and Support for Your Strategic Initiative
- Identify Any Necessary Adjustments to a Proposed Strategy
- Complete a Map of the Key Players Involved in a Strategic Initiative

Create Supporting Infrastructure

- Plan and Lead an Energizing Launch for a Fast Forward Project
- Use Plans, Schedules, Budgets, and Controls to Track the Progress of Your Fast Forward Project
- Articulate Expectations and Accountability

Adjust When Things Arise

- Use Political Skills to Win Over Constituents and Overcome Opposition to a Strategic Initiative or Fast Forward Project
- Use Creative Problem Solving to Overcome Unforeseen Risks, Delays, and Obstacles to Executing a Strategic Initiative or Fast Forward Project

Celebrate Success and Capture Learning

- Manage the Intense Push to Get the Final Result During a Fast Forward Project
- Complete a Post-Execution Analysis of a Strategic Initiative, and Apply That Learning to the Next Project
- Recognize the Importance of Celebrating the End of a Project