

# IMPERATIVES / ACTIONS / RESPONSIBILITIES



## Key Takeaways

- › Each activity needs to be clearly defined at a high level
- › Support actions must be clarified
- › Responsibilities to be allocated accordingly
- › Estimated time considered

## Questions to Consider:

Have all activities been given clear objectives and timetables?

Do you have a team or employee capable of accomplishing each task?

## INTRODUCTION

Immediately upon concluding the design phase, the details of planning and implementation need to begin. In the prior phases, priority imperatives and action needed to make your strategy a reality should have become clear and well document.

By allocating specific responsibility to each of the required imperatives and actions- you will link the planning and implementation phases of strategy.

There are three components to this first step of the implementation phase:

- › A summary of all imperatives
- › Allocation of individual responsibility
- › A high-level schedule of implementation considering all relevant factors

Ensuring that each executive has signed up to his or her responsibilities and has agreed implementation deadlines should conclude the first step in a successful phase of implementation.

## Guidance

The first phase in turning high level strategy into activities is defining and estimating time required for imperatives, actions, and responsibilities. Imperatives could be selling a business, reinforcing or restructuring leadership, adding new initiatives, reducing costs, investing in R&D, developing a partnership, or simply strengthening the business. Each one of these imperatives requires a number of supporting actions to allow them to be fulfilled fully. Each action, in turn, requires responsibility from an individual, and an estimate for how long each action takes. In this way, effective implementation requires planning, specificity, a timetable, and a clear target for results.