

THREE PHASES OF STRATEGY: IMPLEMENTATION



Key Questions

- › What are the imperatives, actions and responsibilities to be considered?
- › How and when to implement strategy?
- › How do you align and integrate strategy?
- › How do you control the program?
- › How do you capture the full value of the initiative?
- › How do you motivate and lead your team?

INTRODUCTION

The final phase of Strategy is the Implementation Phase:

Diagnostic -> Design -> Implementation

Guidance

Any strategy that is not implemented upon being created is a waste of time. Once the strategy has been assembled, it is time to begin the work outlined in the document.

Implementation:

- › Imperatives, actions, and responsibilities
- › Tactics and timetables
- › Implementation team
- › Alignment and integration
- › Program control
- › Full value capture
- › Leadership and Motivation (implementing the strategy will be a human undertaking, therefore the human element must be prioritized)

These steps will allow for aspirations to become, realistic goals, and then actions.