



STRATEGY  
IMPLEMENTATION  
INSTITUTE



# Strategy Implementation Professional Live

*Facilitated by co-founders of the  
Strategy Implementation Institute  
– Antonio Nieto-Rodriguez or  
Robin Speculand*





# Introduction

Strategy lifecycles continue to shorten as the strategic landscape around organizations changes more frequently and customer expectations change. Many industries have recently seen their strategy lifecycles fall from eight to five years—and now to three years.

*Consequently, leaders have to craft and implement their strategies more frequently than ever before.*

In addition, the complexity of crafting strategy for leaders has increased. They have to consider the need for sustainably, global digital transformation and the effects of the worldwide pandemic.

Every strategy, of course, is expected to succeed; nobody plans a bad strategy! And a good strategy, is one that is implemented successfully. Still, too many strategy implementations are failing—that is, meeting at least 50% of their desired outcomes.

The Strategy Implementation Institute (the Institute) was founded by Antonio Nieto-Rodriguez and Robin Speculand in 2020 to address this global challenge. They identified a strategy implementation skills gap among business leaders, created because they have been taught how to plan but not how to implement. This is reflected in the high failure rate for implementations. In turn, this drives the need for leaders to improve their abilities and close this skills gap.

The Institute's mission is to transform leaders' thinking and approach in how they achieve success in strategy implementation. To meet the real-world needs of organizations, the Institute offers an online course titled **Strategy Implementation Professional Live** (with an option of certification), created with rigorous standards and based on ongoing research.

The course is offered as a live, two-day workshop of eight virtual modules, facilitated by either Antonio or Robin.

*The course features “live” facilitated sessions that guide leaders through the implementation challenge and teach the required mindset and skillset for success.*

Many leaders underestimate the implementation challenge or do not have the skills to guide their organization through the process. That's why this course is focused on providing them the missing skills, tools and techniques they need for success. It also offers the option of preparing participants for the Strategy Implementation Professional online certification, managed by the Institute's business partner APMG.

# Strategy Implementation Professional Live

## Two-Day Course or Eight Virtual Modules

This course directly addresses the challenge leaders face by providing the necessary tools, tips and techniques. At the heart of the course is the Strategy Implementation Road Map (SIR).



SIR gives leaders the framework that is often missing to guide them through their implementation.

The seven areas in the outer circle address the stages required and make up the modules of the course.

The inner four stages provide the structure for strategy implementation success.

As implementation is not linear, the SIR is circular. An organization can start its implementation at any of the seven areas on the outer circle.

Woven throughout the course are:

- Examples and stories from both successful and failed implementations.
- Practical and easy-to-adopt techniques.
- Best practices from leading organizations around the world.



# Course Outline

## Day 1 – Morning

- Introduction and Setting the Scene
- The Implementation Challenge
- From a World Driven by Efficiency to a World Driven by Implementation
- SIP overview

## Day 1 – Afternoon

- Financial Value Module
  - How to identify and maximize the return on your implementation investment by developing and growing the value of the organization.
- Leadership Excellence Module
  - Understand the leader's role in strategy implementation—to drive and champion the implementation while recognizing that employees are responsible for success by taking the right actions each day.
- Business Model Module
  - Discover why adopting a new strategy translates to modifying the current business model. Sometimes the modifications are minor; other times, they require a whole business model transformation, e.g., when implementing digitalization.

## Day 2 – Morning

- Culture Evolution Module
  - Understand that culture drives how an organization implements its strategy. Two organizations can have the same strategy, but how they implement it will always differ as every organization's culture is different.
- Stakeholder Management Module
  - Discover why, too frequently, communication around the implementation dissipates after the first six months.
  - Emphasize the need to nurture communication throughout the implementation.
- Employee Engagement Module
  - Discover why and how leaders need to inspire, engage and excite employees during the implementation. Once employees are committed to it, they start to take the right actions. Their efforts then gain momentum and lead to early success.

## Day 2 – Afternoon

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- Track Performance Module
  - Discover why tracking performance is an essential discipline. This module focuses on ensuring the organization has the right measures in place to manage the implementation and the discipline to constantly review its performance.
- Putting implementation into practice – application of key learning to the organization
- Post-course actions – identification of actions to be taken within the next 90 days
- SIP Exam mock-up questions (if required)



## Course Learning Outcomes

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- Provide the missing skills for leaders to be successful in strategy implementation
- Adopt the Strategy Implementation Road Map to guide an organization through its journey
- Understand other organizations' mistakes to avoid
- Learn the secrets of success from top-performing organizations
- Apply the key learning to your organization

“Implementing strategy is a rare and highly appreciated skillset that sets apart the most successful and influential leaders in business.”

– Antonio Nieto-Rodriguez & Robin Speculand



# Antonio Nieto-Rodriguez



## Renowned Expert in Implementation and Cultural Change

### Bringing together 25 years of Executive and Academic experience

Antonio Nieto-Rodriguez is the global champion of project management. He has transformed project management into one of the central issues on every CEO's 2030 agenda. He is the creator of concepts such as the "Hierarchy of Purpose" featured by Harvard Business Review, or the "Project Economy"; which argues that Projects are the lingua franca of the business and personal worlds from the C-suite to managing your career.

His work focuses on advising senior leaders on how to lead transformational and sustainable change; prioritize and implement strategic initiatives; build high-performing teams; work across silos and become a learning organization; all essential elements to create a culture that strives for execution, excellence, and collaboration.

Antonio's research and global impact in modern management has been recognized by Thinkers50 with the prestigious award "Ideas into Practice" and is ranked #13 in the global gurus Top 30 list. He is part of Marshall Goldsmith 100 coaches.

He was the global Chairman of the Project Management Institute in 2016 where he launched the Brightline Initiative. He is also the co-founder of the Strategy Implementation Institute and founder of Projects & Co, a global consulting firm of implementation experts.

He is the Programme Director of GSK Environmental Sustainability Transformation. Previously he was the Director of the Program Management Office. Prior to that he worked as Head of Project Portfolio Management at BNP Paribas Fortis and Head of Post-Merger Integration at Fortis Bank, leading the acquisition of ABN AMRO, the largest in financial service history. He also worked for ten years at PricewaterhouseCoopers, becoming the global lead practitioner for project and change management.

Antonio is the author of "Lead Successful Projects" (Penguin, 2019), "The Project Revolution" (LID, 2019). and "The Focused Organization" (Taylor&Francis, 2014); currently writing the "HBR Project Management Handbook" (Oct' 21). He has contributed to seven other books. A leading authority in teaching and coaching senior executives the art and science of strategy execution and project management.

Currently visiting professor at Duke CE, Instituto de Empresa, Solvay, Vlerick, Skolkovo.

He is a much-in-demand speaker at events worldwide. Antonio has presented at more than 300 conferences around the world, regularly evaluated as the best speaker. European Business Summit, Strategy Leaders Forum, Gartner, Fail, TEDx, and EU Cohesion Conference; are some of the events he has delivered inspirational keynotes.

Born in Madrid, Spain, and educated in Germany, Mexico, Italy, and the United States, Antonio is fluent in five languages. He is an Economist, has an MBA from London Business School and Insead's International Director Program.



# Robin Speculand, Facilitator

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Robin Speculand passionately lives and breathes strategy implementation. He continually creates new approaches to supporting leaders in transforming their organizations and is one of the world's most prolific writers on the subject.

Robin has founded three companies, three business associations and is the CEO of Bridges Business Consultancy Int. Singapore Airlines was among the first organizations to embrace this new field and engaged Robin to support its global strategy implementation.

Robin is known for his breakthroughs on implementation methodology and techniques, including the Implementation Compass™, a proprietary framework built on the eight areas for excellence for execution; Readiness2Execute Assessment; IMPACT, a toolkit for implementing actions in 90 days; Ticking Clock© Model, a framework for digitalizing an organization; Digital Maturity Index, a self-assessment that reveals a person's level of digital maturity; the Implementation Hub, featuring more than 700 online resources and the 40 Digital Best Practices Benchmark.

Robin also co-founded an online education forum—the Strategy Implementation Institute—that provides leaders with a community, online course and online certification in the field.

In 2015, Robin recognized that implementing digitalization was markedly different than previous strategy implementations. He researched the challenges globally and, in 2018, co-authored the white paper Transforming Your Company into a Digital-Driven Business.

Robin has published five books on strategy implementation including his latest in 2021, World's Best Bank - A Strategic Guide to Digital Transformation. His pioneering work has been featured in media worldwide, including BBC World and *Forbes*. He is a TEDx speaker and an educator for Duke CE, IMD, and an adjunct member of Singapore Management University and National University of Singapore. He is an award-winning case writer and a GlobalScot appointed by the First Minister of Scotland.

Outside of work, Robin competes in ironman events around the world and calls Singapore home.



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