

Learn and be Recognized
as a Lifetime **Strategy
Implementation**
Professional





The Institute brings people together, from around the world, who are passionate about implementation and is creating an online community for them to learn, share and grow. It recognizes that implementing strategy is a rare and highly appreciated skillset that sets apart the most influential and successful leaders in business. People with the skill to implement strategy are in high demand from organizations, especially at a time when strategies are being formed and implemented at a more rapid pace than ever before.

1. Membership to the online community - Complementary for the first year when purchased with the is the Strategy Implementation Professional online course
2. Strategy Implementation Professional (SIP) online course
3. Online Professional exam and certification in partnership with APMG International
4. Online Fellowship course and certification – with minimum two years SIP accreditation and membership

TIME TO IMPLEMENTATION



Leaders Challenge

Strategy implementation continues to be a challenge for many organizations.

Part of the problem is that leaders habitually repeat past mistakes. What makes this even worse is that they know the reasons why strategy implementation fails and do not change their thinking and approach in the next implementation. For example, according to Bridges Business Consultancy Int, “Poor communication” has been in the top three reasons why strategy implementation fails in all their [research](#) since 2000.

Also, part of the challenge is that the current generation of leaders has been taught how to plan and not how to implement, as reflected in the high strategy implementation failure rate.

Every participant studying a business degree is taught strategy but very few are taught how to implement. This has created a skills gap among leaders that the Institute is filling. As the Economist published recently, “Lifelong learning is becoming an economic imperative¹”.

¹ <https://www.economist.com/special-report/2017/01/12/lifelong-learning-is-becoming-an-economic-imperative>



What We Offer

The Institute offers membership and two levels of online training and certification:

1. Strategy Implementation Professional (SIP)
2. Fellowship of Strategy Implementation Institute (FSII)

1. Strategy Implementation Professional in partnership with APMG

This involves understanding what it takes to become a professional in the domain.

The seven-course module is open to everyone that wants to develop further in their careers and wants to learn the fundamentals and best practices about strategy implementation. It is based on the Institutes propriety Body of Knowledge, the Strategy Implementation Road Map® (SIR) that provides a step-by-step guide on "how" to implement strategy – see below. It covers the key areas an implementation professional needs to know and outlines the required skills. The online course is based on years of experience as practitioners, authors and teachers. It is designed to blend learning from presentations, articles, and videos. The course also includes tools, tips, and templates to guide an organization to implementation success.

The course consist of the following modules:

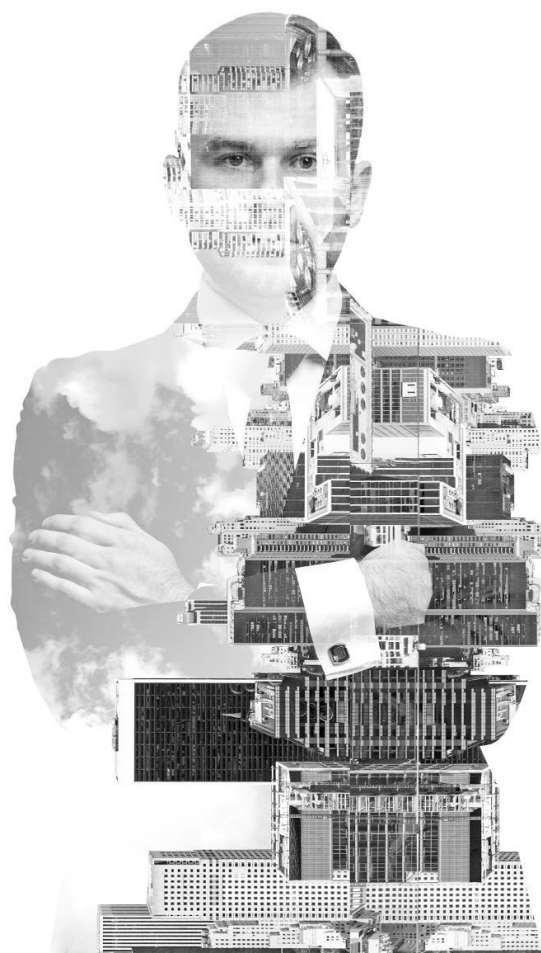
- 1) Leadership Excellence
- 2) Value Creation
- 3) Business Model
- 4) Culture Evolving
- 5) Stakeholder Management
- 6) Employee Engagement and
- 7) Tracking Performance.

Each module has four levels:

Crafting, Embedding, Executing and Sustaining.

Participants go through the modules at their own pace and the order they prefer. The learning material is created in small bite sizes with approximately 32 hours of learning and the online course is open for 12 weeks.

On completing the course, participants then have the option to apply to be certified to become a *Strategy Implementation Professional (SIP) provided in partnership with APMG International* by taking the online course exam.



Download the SIP Course Learning Topics in PDF

2. Fellowship

This is for leaders who wish to obtain the highest recognition of the Institute. The Fellowship involves demonstrating the ability to implement at the highest level. It requires participants to prepare an organizational 90-day implementation plan with measures for success. It also requires sponsorship by the company and a video interview. Each candidate receives mentoring from one of the co-founders. The Fellowship is only open to those who have a minimum of two years as a Strategy Implementation Professional and are a Member of the Institute.



Strategy Implementation Road Map® (SIR)

Too often leaders are asked to implement strategy but are not provided the guidance or road map to do so. The Institute has developed the [Strategy Implementation Road Map®](#).



SIR is circular as you can start anywhere. It consists of the seven components required to be successful in strategy implementation. The components make up the modules for the SIP online course.



The Strategy Implementation Professional Course Outline

Modules	Stages			
	Crafting	Embedding	Executing	Sustaining
1 Leadership Excellence	Reflect and learn from past performances Understand the strategy implications to the business Identify any mindset & competency leadership gaps	Drive consistency in strategy messaging and actions from all leaders Ensure leaders support, drive and champion the strategy	Ensure leadership behaviors stay true to the strategy	
2 Value Creation	Define budgeting cycle, set after strategy and allocate required resources	Initiate investment in required projects and resources	Monitor investments, and budget forecasting	Identify realized shareholder value, and specifically capture strategy value to the P&L and Balance sheet Review burn rate and optimization of investments
3 Business Model Redesign	Identify the impact of the strategy on your current business model Recognize new technology opportunities and requirements	Identify how to digitalize the business Integrate project driven transformation	Create real time implementation Track adherence and performance to the redesigned business model	Continue to review and enhance business model

<p>4</p> <p>Culture Evolving</p>	<p>Assess and align culture to identify how the culture drives the strategy</p>	<p>Ensure culture is working as an enabler</p> <p>Create both top-down and bottom-up, aligned and driven culture initiatives</p> <p>Develop a culture of accountability</p>	<p>Develop a high performing team</p>	<p>Review culture to ensure relevance</p>
<p>5</p> <p>Stakeholder Management</p>	<p>Plan strategy launch</p> <p>Identify what's expected and required to transform</p> <p>Brand the strategy Roles and responsibilities</p> <p>Map key stakeholder players</p>	<p>Cascade key strategy messages and expectations</p>	<p>Over communicate to stakeholders while providing transparency</p>	
<p>6</p> <p>Employee Engagement</p>	<p>Identify Skills and Engage Talent</p>	<p>Develop and engage key employees</p> <p>Middle managers role as lynchpin</p> <p>Tactics for inspiring employees to take the right actions</p> <p>Allocate resources</p>	<p>Train Rest of Organization</p> <p>Continuously reward and recognize</p> <p>Align and track resources</p> <p>External partners collaboration</p>	<p>Ensure continuous engagement across organization</p> <p>Identify shifts in resource requirements and ensure adequate bench strength</p>
<p>7</p> <p>Track Performance</p>	<p>Identify strategy objectives</p> <p>Identify and create measures for tracking strategy objectives and prioritizing actions</p>	<p>Develop discipline of using scorecard to run the business</p> <p>Set divisional / department scorecards</p>	<p>Regularly track performance to manage the business</p> <p>Challenge assumptions made in original strategy</p>	<p>Revisit strategy objectives and measures</p> <p>Ensure reviews become part of the organization's culture</p>

[Download SIR Roadmap in PDF](#)



How the Institute Works

Our focus is to:

Create an implementation community

– where people can connect, discuss and learn about strategy implementation.

Share knowledge – constantly improve the body of knowledge with support of global participants.

Continually build a body of knowledge – establish an effective strategy implementation framework built and enriched by experts from the field.

Recognize leaders – establish an effective strategy implementation framework built and enriched by experts from the field.

Award Professional and Fellowship – to leaders who pass the accreditation and become a member of an exclusive group of highly sought-after implementation professionals.

Volunteer participation – creates volunteering opportunities for strategy practitioners who want to contribute to the global continuous improvement of implementation.



Who Should Participate?

Individuals and organizations who recognize that forming a strategy is only half the challenge and that a strategy is only as good as its implementation. The Professional and Fellowship certification has been designed for:

- Middle managers looking to enhance their implementation skills
- Leaders responsible for implementing strategy and improving the business performance
- Project managers looking to complement their capabilities with strategy implementation skills
- Individuals looking to improve themselves to create new opportunities



The Investment – Individual

We are offering an early adopters discount.

Professional Membership:

			
Strategy Implementation Professional Course*	Strategy Implementation Professional Exam	SIP Course + Exam	Institute Membership
US\$450 (u.s.p \$550)	US\$300 (u.s.p \$370)	US\$700 (u.s.p \$920)	US\$90 per year (u.s.p \$120)

** Includes first year free membership and complimentary electronic copy of the Strategy Implementation Body of Knowledge (valued at \$99)*

Fellowship Membership:



	Fellowship Certification US\$2,500
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** Participants have to be a Member of the Institute*



The Investment – Corporate

Corporate Course Fee for online training* in USD is:

			
\$4,250 (u.s.p \$5,500)	\$10,500 (u.s.p \$13,750)	\$21,000 (u.s.p \$27,500)	\$42,500 (u.s.p \$55,000)
10 online course licenses (10% discount)	25 online course licenses (15% discount)	50 online course licenses (20% discount)	100 online course licenses (25% discount)

**Please note pricing excludes exam fee at \$300 per candidate*

To discuss corporate investment, please email info@si-institute.org



Board of Advisors

The Institute was founded by:



Antonio Nieto-Rodriguez



Robin Speculand

The founders, Antonio Nieto-Rodriguez and Robin Speculand are guided by a high-profile Board:

- **Rita Gunther McGrath** is a best-selling author, a sought-after speaker, and a longtime professor at Columbia Business School.
- **Mark Langley** is the President & CEO of the Project Management Institute (PMI) through 2018 and is currently an independent consultant advising associations, private sector firms, and individuals on critical and emerging business issues.
- **Francisco de Miguel** is a Spanish national who joined the multinational Van Leer Group in 1968 and has held several managerial positions. In 1998 was appointed Strategic Business Manager for Van Leer's operations in Latin America. He joined the Executive Board of Van Leer in 1995.
- **Dr. Tony O'Driscoll** is Global Head of Duke CE Labs and Lecture Fellow at the Fuqua School of Business.
- **Lori Figueiredo** is Asia Pacific's leading learning strategist and founder of Syzygy Solutions Pte Ltd.
- **Patricia Enslow** was a Managing Director of Credit Suisse and the Chief Marketing Officer in the Asia Pacific Division, based in Singapore. Patricia joined Credit Suisse from UBS in October 2016, where she was Head of Marketing for Wealth Management, Asia Pacific.
- **Vaughn Richtor** is the former CEO of ING DIRECT Australia and CEO Challenger and Growth Countries – Asia, ING Group.

"You can outsource the crafting of the strategy
but not its implementation."

– Antonio Nieto-Rodriguez & Robin Speculand



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