

# Learn and Be Recognized as a **Lifetime Strategy Implementation Professional**





# Introduction

The Strategy Implementation Institute (SII) was founded in 2020 by Antonio Nieto-Rodriguez and Robin Speculand, two global thought leaders, who share a passion to develop people to be implementation professionals and create an international implementation community.

SII brings people together who are passionate about implementation and provides an online community for them to learn, share and grow. It recognizes that implementing strategy is a rare and highly appreciated skill-set 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 in today's AI-driven world

To meet this increasing demand for skilled implementors, SII has developed:

- The highly popular online "Strategy Implementation Professional" (SIP) course.
- Online Professional exam and certification in partnership with APMG International.
- Online Fellowship course and certification – with minimum two years SIP accreditation.

Certified professionals have accelerated their career and stood out among their peers with the rare skills to craft and implement strategy.

The Strategy Implementation Professional online course has rapidly become the gold standard in implementation certification.





## Leaders Challenge

---

Strategy implementation continues to be a challenge for organizations as they transform in today's AI-driven world.

Part of the problem is that leaders habitually repeat past mistakes. What makes this even worse is that they know why strategy implementation fails and yet do not change their thinking and approach in the next implementation. For example, according to Bridges Business Consultancy Int, only one in three transformations succeed. "Poor communication" has been among the top three reasons why strategy implementation fails in all their [research](#) since 2002.

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 SII is filling.

# What We Offer

SII 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 32 hour online module is open to everyone who wants to develop further in their careers and learn the fundamentals and best practices about strategy implementation. It is based on our propriety Body of Knowledge, the [Strategy Implementation Road Map© \(SIR\)](#) that provides a step-by-step guide on "how" to implement strategy. It has seven implementation modules and covers the key areas an implementation professional needs to know. It also provides numerous use cases and tools and tips. It is designed to blend learning from presentations, articles, and videos.

The seven modules are:

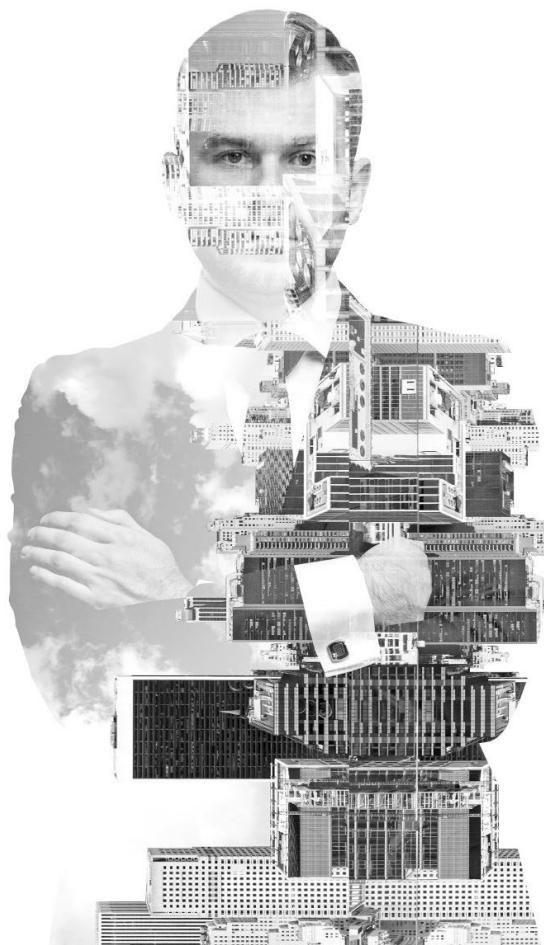
- 1) Leadership Execution
- 2) Value Creation
- 3) Business Model
- 4) Culture Evolution
- 5) Stakeholder Management
- 6) Employee Engagement and
- 7) Tracking Performance

Each module has four levels:

**Crafting, Embedding, Executing, and Sustaining.**

Participants receive an e-copy of the *Body of Knowledge*, go through the modules at their own pace and in the order they prefer. The learning material is created in bite-size pieces with approximately 32 hours of learning and the online course is open for 12 weeks.

On completing the course, participants can then 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 of Strategy Implementation Institute (FSII)**

This is for leaders who wish to obtain the highest recognition from SII.

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 Roadmap (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<sup>©</sup>](#).



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 and incorporate the challenges of becoming AI-driven.



# Course Outline

Modules	Stages			
	Crafting	Embedding	Executing	Sustaining
1 <b>Leadership Execution</b>	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 in an AI-driven world	
2 <b>Financial Value</b>	Define budgeting cycle, set after strategy and allocate required resources	Initiate investment in required projects and resources	Monitor investments, and budget forecasting	Identify realized stakeholder value and specifically capture strategy value to the P&L and Balance sheet  Review burn rate and optimization of investments
3 <b>Business Model Redesign</b>	Identify the impact of the strategy on your current business model  Recognize new technology opportunities and requirements	Identify the business model to support digital and AI  Integrate project-driven transformation	Create real-time implementation  Track adherence and performance to the redesigned business model	Continue to review and enhance business model

<h2>4</h2> <h3>Culture Evolution</h3>	<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 and agile teams</p>	<p>Review culture to ensure relevance</p>
<h2>5</h2> <h3>Stakeholder Management</h3>	<p>Plan strategy launch</p> <p>Identify what's expected and required to transform</p> <p>Brand the strategy</p> <p>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>	
<h2>6</h2> <h3>Employee Engagement</h3>	<p>Identify Skills and Engage Talent</p>	<p>Define middle manager's role as lynchpin</p> <p>Determine ways to engage key 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>Collaborate with external partners</p>	<p>Ensure continuous engagement across organization</p> <p>Identify shifts in resource requirements and ensure adequate bench strength</p>
<h2>7</h2> <h3>Track Performance</h3>	<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 Road Map 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 members of an exclusive group of highly sought-after implementation professionals.

## Volunteer participation

- create 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 certifications have been designed for:

- Middle managers looking to enhance their implementation skills
- Leaders responsible for implementing strategy and improving their organization's 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

Professional Membership:

	Strategy Implementation Professional Course	<b>US\$550</b>
	Strategy Implementation Professional Exam	<b>US\$395</b>
	SIP Course + Exam	<b>US\$800</b>

Fellowship:

	<b>US\$3,200</b>
---	------------------



# The Investment – Corporate

Corporate Course Fee for online training\* in USD is:

	<b>\$6,480</b>		<b>\$15,300</b>		<b>\$28,800</b>		<b>54,000</b>
10 online course licenses		25 online course licenses		50 online course licenses		100 online course licenses	

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

To discuss corporate investment, please email [info@si-institute.org](mailto:info@si-institute.org)



# Founders

The Institute was founded by:



## Antonio Nieto-Rodriguez

Antonio Nieto-Rodriguez is a global authority in project management and strategy execution. He is a frequent keynote speaker, advisor to Boards and senior leaders, and a faculty member at top business schools. Antonio is the bestselling author of *The Harvard Business Review Project Management Handbook* and the *Powered by Projects*. He has been included in the Thinkers50 ranking.

## Robin Speculand

Robin Speculand is a global expert in strategy and digital implementation. He is a frequent keynote speaker, a facilitator at business schools, and a consultant to Boards and C-level executives. He is the bestselling author of *World's Best Bank* and *Implement*. Robin has been nominated for Thinkers50 and is an ambassador for the Peter Drucker Forum. His work has been featured on the BBC and CNN.

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



STRATEGY  
IMPLEMENTATION  
INSTITUTE

[info@si-institute.org](mailto:info@si-institute.org)  
[www.strategyimplementationinstitute.org](http://www.strategyimplementationinstitute.org)