



STRATEGY
IMPLEMENTATION
INSTITUTE

Masterclass

Implementing Strategy: More Important Than Ever in Today's AI-Driven World

*Discover why and how to succeed in
Two Interactive Half-Day Sessions*

22 & 23 April 2026

9:00 – 12:30 CET

Facilitated by two of the
World's Strategy Implementation Thought Leaders



Antonio Nieto-Rodriguez

Co-Founder of the
Strategy Implementation Institute



Robin Speculand

Co-Founder of the
Strategy Implementation Institute

Register Today to Secure Your Seat

Purpose

Strategy implementation has never been more critical. Why? Over the next two years, organizations need to restructure their business models to take advantage of and leverage breakthroughs in gen and agentic AI. This will lead to organizations rethinking their approach to maximize value for their customers and their people. More importantly, leaders need to integrate their new thinking into their strategy and its implementation.

This online Masterclass empowers participants to bridge the gap between crafting their strategy and effectively implementing it in an AI-driven world. It provides the often-missing framework to guide an organization through its implementation journey—the [Strategy Implementation Roadmap© \(SIR\)](#)—as well as practical, easy-to-adapt tools.

The Masterclass enriches learning with interactive activities, group discussions, and hard-won, up-to-date insights from organizations that are transforming in today’s rapidly changing business landscape. This enables participants to apply strategic implementation principles and tactics to their organizations. As a result, it will accelerate the process and succeed where two out of three implementations fail.

The course is facilitated by Antonio Nieto-Rodriguez and Robin Speculand, the founders of the strategy Implementation Institute and two of the world’s leading thought leaders in Strategy implementation.

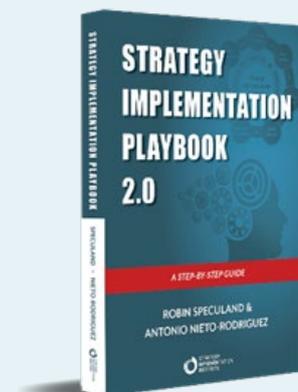
Course Overview

The course is split over two virtual half-days.

The first half-day focuses on understanding the implementation of strategy in an AI-driven world. It addresses why there is an imbalance between strategy and implementation among leaders around the world. It introduces the Strategy Implementation Roadmap© and the best practices from the one in three implementations that succeed. It also discusses the shift required in leadership to successfully oversee and guide your organization through a digital and AI transformation.

The second half-day addresses the critical role of culture and implementation, and how your organization’s culture drives the way you implement strategy. It discusses the different ways employees respond to strategy implementation and how to engage them in the process. It also ensures you have the right measures in place to track and sustain the implementation.

Both sessions feature use cases, stories, and examples to emphasize and reinforce key points.



Included as part of the Masterclass is an e-copy of the book *Strategy Implementation Playbook 2.0*, authored by Antonio and Robin.

Register Today to Guarantee Your Seat



Implementation Accreditation



The course also provides you with the opportunity to apply for accreditation as a Strategy Implementation Professional (SIP). Very few leaders have the skills to both craft and implement strategy while even fewer are recognized as certified implementation professionals. This certification formalizes participants' mastery in modern strategy implementation—a strong differentiator in this transformational era. Certification is conducted by our partner APMG.

The course lays the foundation for your exam preparation. We also recommend reviewing the complimentary copy of the body of knowledge to further prepare for the exam. You are required to score 49 correct answers or more to pass. You then receive an official certification, endorsed by the [Strategy Implementation Institute](#) and **APMG International**.



Learning Objectives

You will:

- ✓ Learn how selected AI applications can improve and accelerate implementation.
- ✓ Master the core principles of world-class implementation.
- ✓ Discover a framework to guide an organization through its implementation journey – the Strategy Implementation Roadmap.
- ✓ Recognize how to align culture.
- ✓ Identify common implementation pitfalls and how to overcome and/or avoid them.
- ✓ Develop leadership capabilities essential for world-class strategy implementation.
- ✓ Create actionable implementation plans and performance dashboards, incorporating relevant AI insights.
- ✓ Prepare for Strategy Implementation Professional certification (optional).



Who Should Attend?

This Masterclass is tailored for:

- C-suite leaders
- Senior executives and directors driving strategic initiatives
- Heads of strategy
- Transformation leaders
- Senior project professionals
- Project managers
- Agile coaches and scrum masters
- Strategy implementation managers who want to enhance their skills with targeted AI applications
- Middle managers responsible for translating strategy and guiding employees

Online Masterclass Detailed Schedule

DAY 1: Strategy Implementation as a Business Differentiator – Develop the ability to both craft and implement strategy

(09:00 – 12:30 CET)

Time	Session	Interactive Activities & Methods
09:00	Welcome & Introduction (15 min)	Introductions, expectations, interactive quiz, and poll on common challenges
09:15	Module 1: Why Strategy Implementation Matters in an AI World (30 min)	Understand how to successfully implement in an AI world and why it's critical. Group discusses implementation challenges.
09:45	Module 2: Strategy Implementation Roadmap (SIR) (45 min)	Overview of SIR's seven components with breakout groups assessing your organization's current maturity
10:30	Break (15 min)	Coffee & informal online networking
10:45	Module 3: Leadership Excellence for Implementation (60 min)	Case Study: Heathrow Terminal 5 – exploring adaptive leadership, breakout discussion, and leadership assessment
11:45	Actioning Key Takeaways (30 min)	Identify what you will do differently as a result of investing in this course
12.15	Wrap-Up Day 1 (15 min)	Your key takeaways and applications

DAY 2: Enhancing Implementation – Best practices of world-class implementation

(09:00 – 12:30 CET)

Time	Session	Interactive Activities & Methods
09:00	Review of Day One & Day 2 Agenda (15 min)	Interactive paired sharing review of Day 1 and agenda for Day 2
09:15	Module 4: Culture Evolution & Stakeholder Engagement (65 min)	Case Study: Netflix's culture-driven strategy – develop a strategic cascade communication plan in breakout groups
10:20	Break (15 min)	Coffee & online networking
10:35	Module 5: Employee Engagement & Value Creation (60 min)	Interactive prioritization scenario using a weighted scoring matrix; introduction to AI-enabled prioritization tools
11:35	Module 6: Tracking & Sustaining Performance (30 min)	Practical exercise: design performance dashboards with insights into AI-driven analytics
12:05	Personal Action Planning & Commitments (15 min)	Create personal implementation action plans and share commitments with others
12:20	Next Steps (10 min)	Summarize your key takeaways and actions
12:30	Optional Session – SIP Certification	Assist participants who want to become certified in preparing for the exam



Learning Methodology

Today, knowledge is free, but wisdom is expensive. This online interactive Masterclass focuses on implementing hard-won insights and information. Especially important is determining how participants can apply new knowledge to their own organizations.

The facilitators are two of the world's leading thought leaders in the field of strategy implementation. During the two sessions, they will provoke, challenge, and inspire all participants because *implementation is about taking the right actions*. Participants will identify *what that means* in relation to their responsibilities in their own organizations.



Masterclass Investment

Package	Includes	Investment (USD)
Exclusive SIP Masterclass	<ul style="list-style-type: none">✓ Two, half-day live sessions online with Antonio & Robin✓ Digital certificate and badge upon passing the exam✓ Complimentary e-book <i>Strategy Implementation Playbook 2.0</i>✓ 6-week SIP online course access	\$695 <i>Early-bird fee before 31st March:</i> \$495

Optional Strategy Implementation Professional Certification: Additional \$350
The exam is delivered and observed virtually by our partner APMG

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Course Facilitators



Antonio Nieto-Rodriguez

Co-Founder of the
Strategy Implementation Institute

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 forthcoming *Powered by Projects*. He has been included in the Thinkers50 ranking.



Robin Speculand

Co-Founder of the
Strategy Implementation Institute

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.



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