

Strategy Implementation Institute

FAQ

1. Who is the Strategy Implementation Institute?

The Strategy Implementation Institute (SII) brings together people who are passionate about strategy implementation and who wish to learn more about implementation and receive certification. The Institute was founded in 2020 by Antonio Nieto-Rodriguez and Robin Speculand and is focused on reducing the strategy implementation skills gap that exists because leaders have been taught how to *plan* but not how to *implement*.

2. What are the benefits of being part of SII?

You join a global community and networking with others who share the passion of strategy implementation and receive:

- ✓ Updates on strategy implementation trends and techniques
- ✓ Participation in virtual monthly "Open Implementation Office" hosted by the co-founders on the first Tuesday of every month
- ✓ Development as a leader skilled in both crafting and implementing strategy
- ✓ Adopt the Strategy Implementation Road Map® to guide your organization to success

3. What makes SII different?

SII offers a unique Strategy Implementation Professional (SIP) on-line course that is accepted as the international standard. The course was designed and developed by Antonio and Robin, who are two leading and globally recognized practitioners. It is based on years of experience and research and is structured around the Strategy Implementation Road Map®. Besides conveying the strategy implementation fundamentals and their main tools and techniques, the course prepares you to take an exam to become a Strategy Implementation Professional (SIP). As a SIP, you connect with other implementers and join the global community. You also then have the opportunity after two years of certification to apply to become a Fellow of the Strategy Implementation Institute.

4. Why does strategy implementation deserve its own institute?

Because most strategies don't fail in design — they fail in translation, culture change, and follow-through. Implementation is a discipline. It requires different skills, tools, and leadership habits than strategy formulation.

5. How can I participate in SII?

- ✓ You can sign up for the on-line course to become a Strategy Implementation Professional (SIP).
- ✓ You can take the on-line course and then take the exam to be recognized as a SIP practitioner.
- ✓ You can join the monthly Open Implementation Office virtual meeting even if you are not taking the course.

6. What is the Strategy Implementation Road Map©?

SII has developed the *Strategy Implementation Road Map©* (SIR) as part of its body of knowledge. SIR provides a step-by-step guide on “how” to implement strategy and provides the framework for the self-learning on-line course.

7. What is the Strategy Implementation Professional (SIP) online course?

The course is a 100% on-line, self-learning, blended course. It contains seven modules, is 32-hours of learning, and is available to anyone who wants to learn how to become a *Strategy Implementation Professional*. Each module contains the same four stages: 1) Crafting, 2) Embedding, 3) Executing, and 4) Sustaining.

You have the option to take the course without any obligation to receive the course certification, although we highly recommend that you acquire the certification as recognition for your capabilities. This is because implementation professionals are in high demand from organizations.

8. How long is the course?

The seven modules have four stages, making up 28 different sections, which take approximately one hour each to complete. Each section is designed as bite-size learning and combines videos, presentations, and articles. You have 12 weeks’ access to the on-line learning course and also receive an electronic copy of SII's *Body of Knowledge*. During the on-line learning you share comments and discuss the learning with other participants.

9. Do I have to take the course modules in a specific order?

No. You choose which modules you would like to pursue, and you learn at your own pace over the 12 weeks.

10.

What are the different modules in the course?

The course consists of the following seven modules: 1) Leadership Execution, 2) Value Creation, 3) Business Model, 4) Culture Evolving, 5) Stakeholder Management, 6) Employee Engagement, and 7) Tracking Performance. You choose the order in which you would like to learn the modules.

Each module has four levels: Crafting, Embedding, Executing, and Sustaining. To discover more, please download the learning topics [from here](#).

11.

Do I need to start the course on a specific day?

The course is 100% online self-learning, and you start the course when you are ready to study and at your own pace.

12.

What happens if I don't complete the course within 12 weeks?

We understand that sometimes circumstances change and individual requests for extensions are determined on their merits . [\(B - is this the right wording?\)](#)

13.

What happens after I complete the course?

You can then apply to become certified as a Strategy Implementation Professional (SIP). It is recommended you take the exam as soon as possible after finishing the course while the content is fresh in your mind.

14.

Who is APMG International?

APMG International is one of the leading independent professional certification organizations in the world. APMG provides high-level certification for a number of different courses. SII has partnered with APMG as an important differentiator. This association provides global recognition of the highest caliber to the Strategy Implementation Professional who completes our online course. You can find more information about the exam and the SIP certification on the APMG [business strategy page](#).

15.

How do I apply for the exam and certification?

You can book the exam on the SII website. There, you are linked directly with APMG to arrange a date and time that's agreeable for you. You will find the link on our website, both on the [on-line course and certification](#) page and on the [pricing section](#). Please note that "certification" refers to the exam as well.

Both links will take you to the [APMG general booking page](#). Please scroll down and select **Strategy Implementation Professional**, book the date and time of the exam, make your payment, and prepare to be recognized as an implementation professional.

16. What does the exam consist of?

The exam consists of 70 multiple choice questions; each has only one right answer, and there are no negative points. It lasts about one hour.

17. What is the pass mark for the exam?

You are required to score a minimum 49 correct answers to pass. You then receive the official certification as Strategy Implementation Professional, endorsed by the Strategy Implementation Institute and APMG International.

18. Is it an open book exam?

The exam is closed book. In preparation, you need to have a webcam set up to be monitored and to ensure the high standard of the examination. You are also required to remain in front of the camera during the one-hour exam, i.e., no breaks are allowed once you start the exam.

19. Do I have to take the course before taking the exam?

It is not compulsory, but it is highly recommended.

20. What happens after I've passed the exam?

Upon successful completion of the exam and receiving the SIP certification, first you celebrate. Then you can add this designation after your name: Professional Member of the Strategy Implementation Institute. After being a Professional Member for two years, you can then apply to become a Fellow of the Strategy Implementation Institute.

21. Do I need to re-certify again in the future?

There is no requirement to re-certify. There are also no requirements around professional development units.

22. What is the Fellowship?

The Fellowship is the highest and most prestigious recognition from the Strategy Implementation Institute for practitioners in the field of strategy implementation. Application is open to those who have been a Strategy Implementation Professional (SIP) for a minimum two years.

Fellows of the Strategy Implementation Institute are required to demonstrate their implementation skills principally through a 90-day project and also through submission of a written paper and video. SIP focuses on your implementation knowledge, and the Fellowship focuses on your implementation skills.

23.**Is the online learning course available for corporate licenses?**

Yes. We offer a discount for ten or more employees embarking on the course at the same time. Your organization is supported with unlimited email support, and two conference calls with the group. The organizer also receives progress reports.

24.**Is there any other information online?**

Please visit the Institute [website](#) and [YouTube channel](#).

25.**If I require further information, how can I reach out to the Institute?**

Contact us at info@si-institute.org.