



Move Faster with your Strategy

MARCH 13, 2024





Laura Blackmore



Miriam Lesa

The Myspace logo, featuring three stylized human figures in a row followed by the word "myspace" in a lowercase, sans-serif font.The Albertsons logo, consisting of a blue stylized 'A' with a leaf-like shape inside, followed by the word "Albertsons" in a blue, sans-serif font with a registered trademark symbol.The BlackBerry logo, featuring a stylized 'B' made of dots followed by the word "BlackBerry" in a blue, italicized, sans-serif font.The Panera Bread logo, with "Panera" in a green, cursive script font and "BREAD" in a green, all-caps, sans-serif font below it.The Blockbuster logo, which is a blue rectangular shape with a white border and a white notch on the left side, containing the word "BLOCKBUSTER" in yellow, all-caps, sans-serif font.The Chipotle Mexican Grill logo, a circular emblem with a red border. The words "CHIPOTLE" and "MEXICAN GRILL" are written in white, all-caps, sans-serif font around the top and bottom respectively. In the center is a white silhouette of a chili pepper.

Going faster, further.

When facing change, successful companies do something different: they focus on
speed and quality of outcome

Best Practices to adapt to an ever-changing environment

1

Continuous proactive planning

2

Agile and streamlined processes

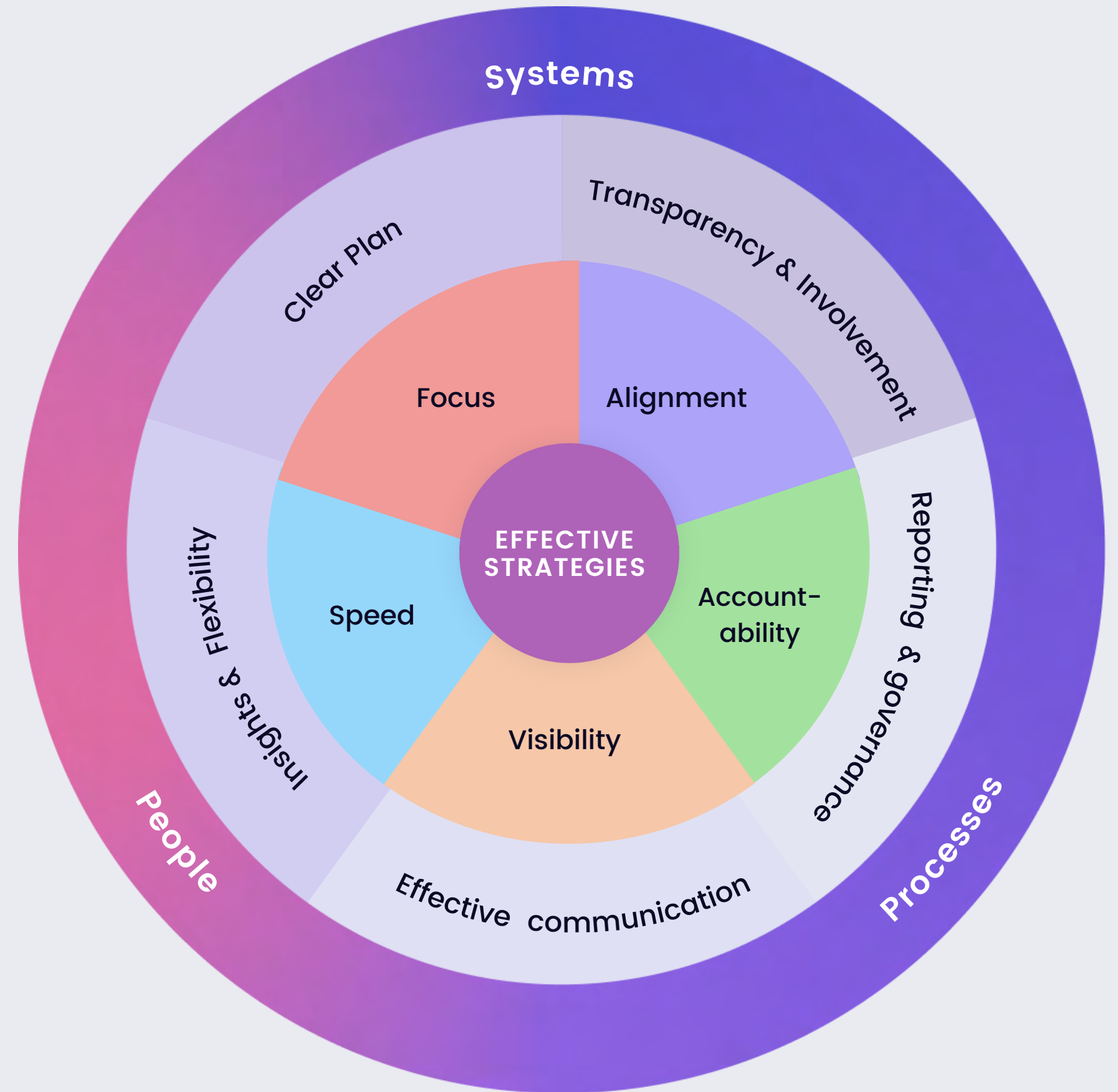
3

Use technology to inform decision making

Embedding Speed into the 5 elements of Strategy Execution



5 elements of an effective strategy



3 pillars to help you move faster with your strategy execution

1

PLAN WITH PURPOSE

2

MEASURE WHAT MATTERS

3

EXECUTE AT SPEED

1

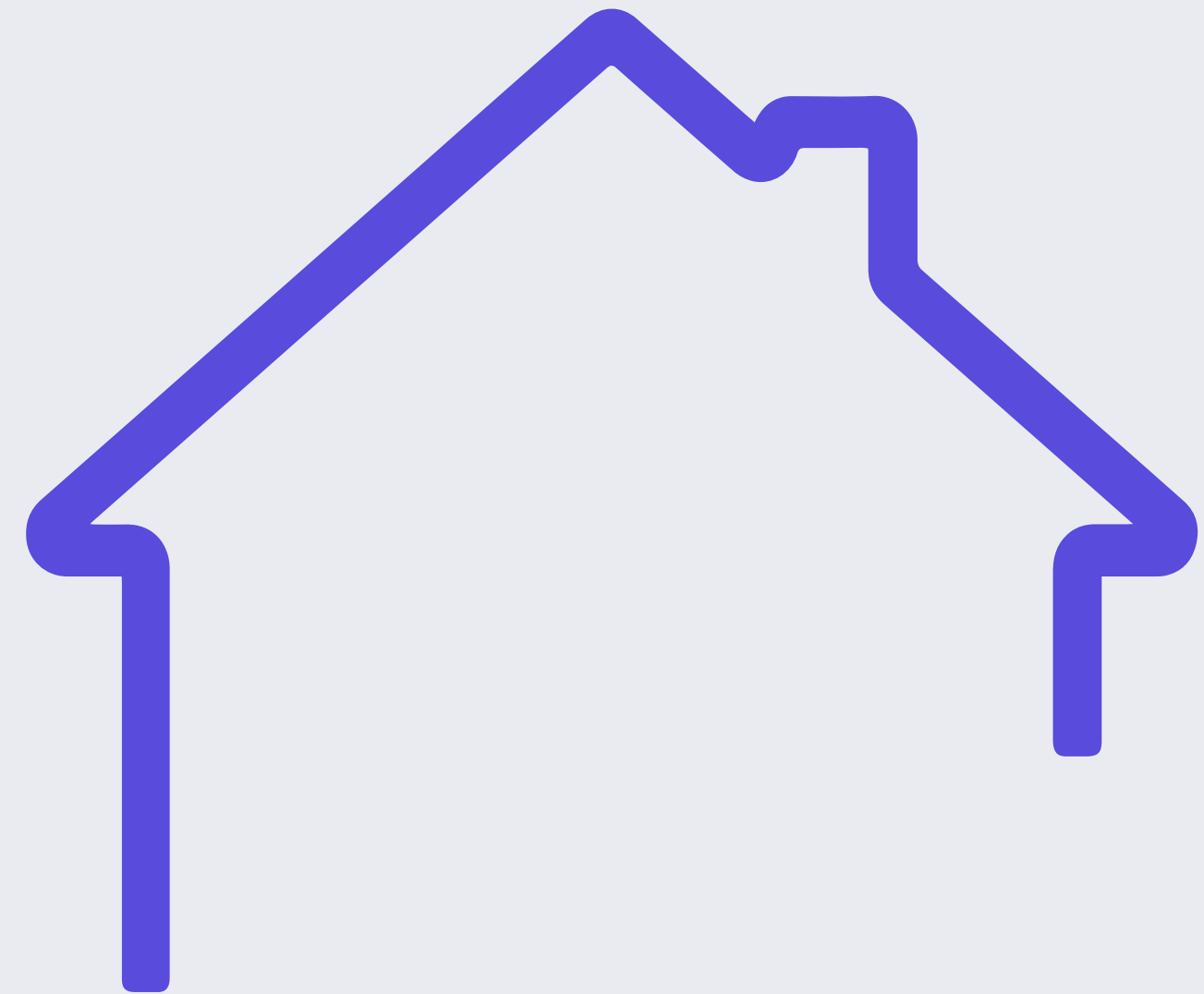
PLAN WITH PURPOSE

2

3

Starting with your strategy Framework

- Simplified focus areas
- A plan connected to your vision
- Prioritize what delivers value quickly
- Top down vs. bottom up planning



Plan

1

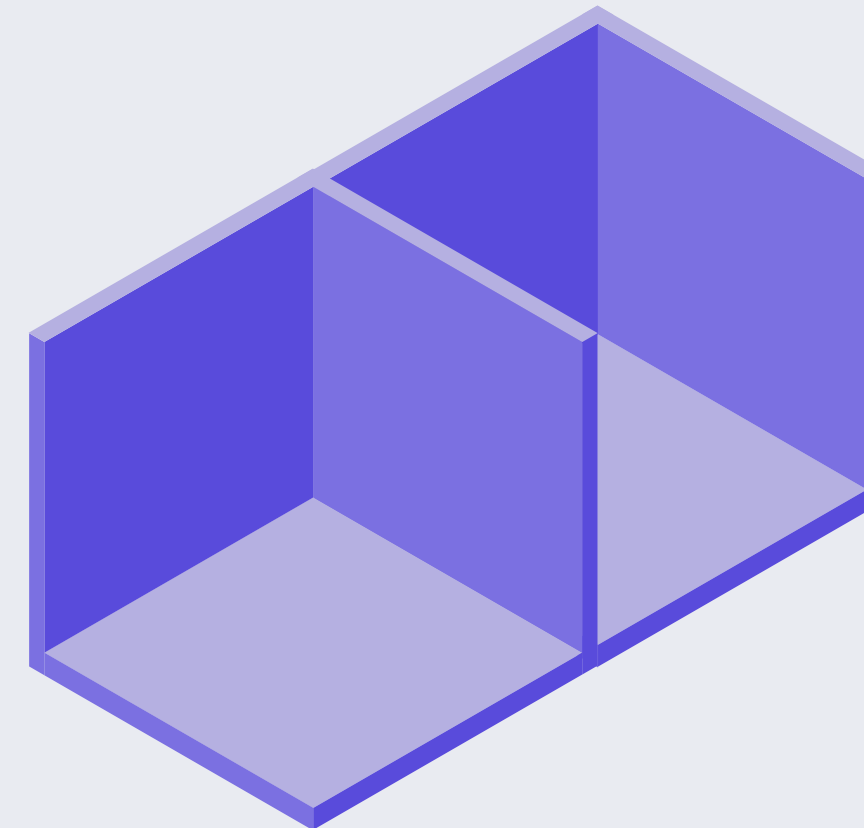
PLAN WITH PURPOSE

2

3

Driving focus

- Start by determining your focus areas
- Keep between 4-6 that are distinct enough from each other
- Decide whether they will be adopted across the organisation



1

PLAN WITH PURPOSE

2**3**

Define objectives

We now have a plan (the house frame), and focus areas (the rooms in the house), so it's time we fill the rooms with meaningful things we want to achieve - objectives.

Objectives are outcomes that will drive your' strategies success.



1

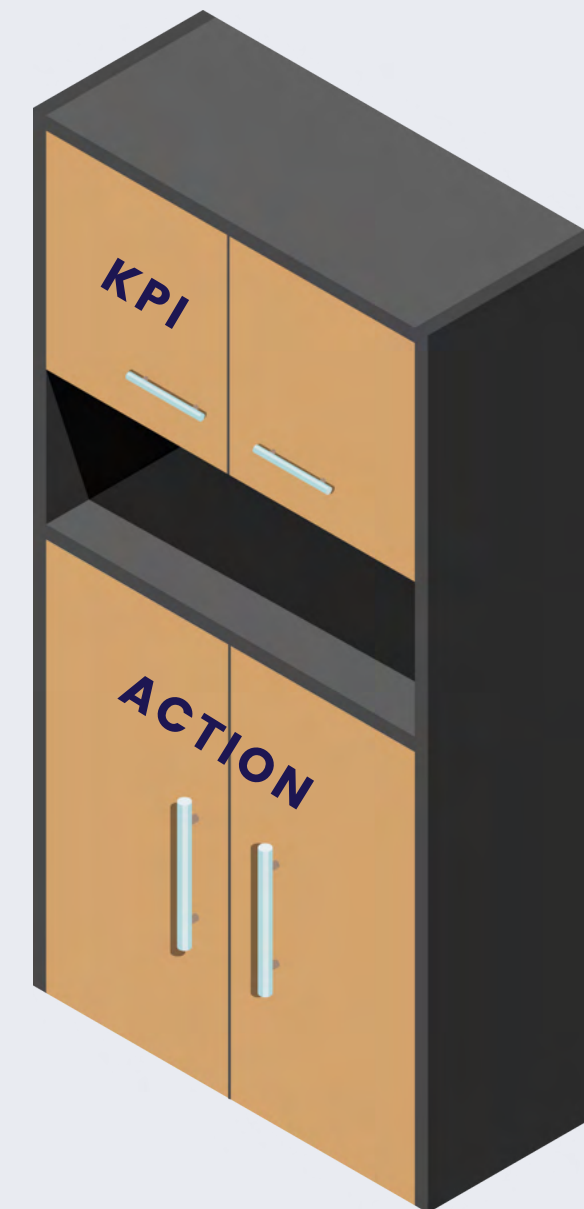
PLAN WITH PURPOSE

2**3**

Add success criteria

Inside your Objectives, add your definitions of success. This will be through a blend of:

- Key Performance Indicators
- Action Plans: Initiatives > Actions > Tasks/ Milestones



1**2****MEASURE WHAT MATTERS****3**

Elevating your KPI's

- **Define primary vs secondary KPI's**
 - Your primary KPIs are the measures you will use to decide whether you are on track. Normally defined as the top 1-5 per team.
 - Secondary KPIs are additional measures that are important to your objectives, and help you to gain more insight.
 - You should have a blend of leading vs lagging indicators in both.



Secondary KPIs

Primary KPIs

1

2

MEASURE WHAT MATTERS

3

 cascade

KPI cheatsheet

Primary		Secondary	
Leading	Lagging	Leading	Lagging



Download now

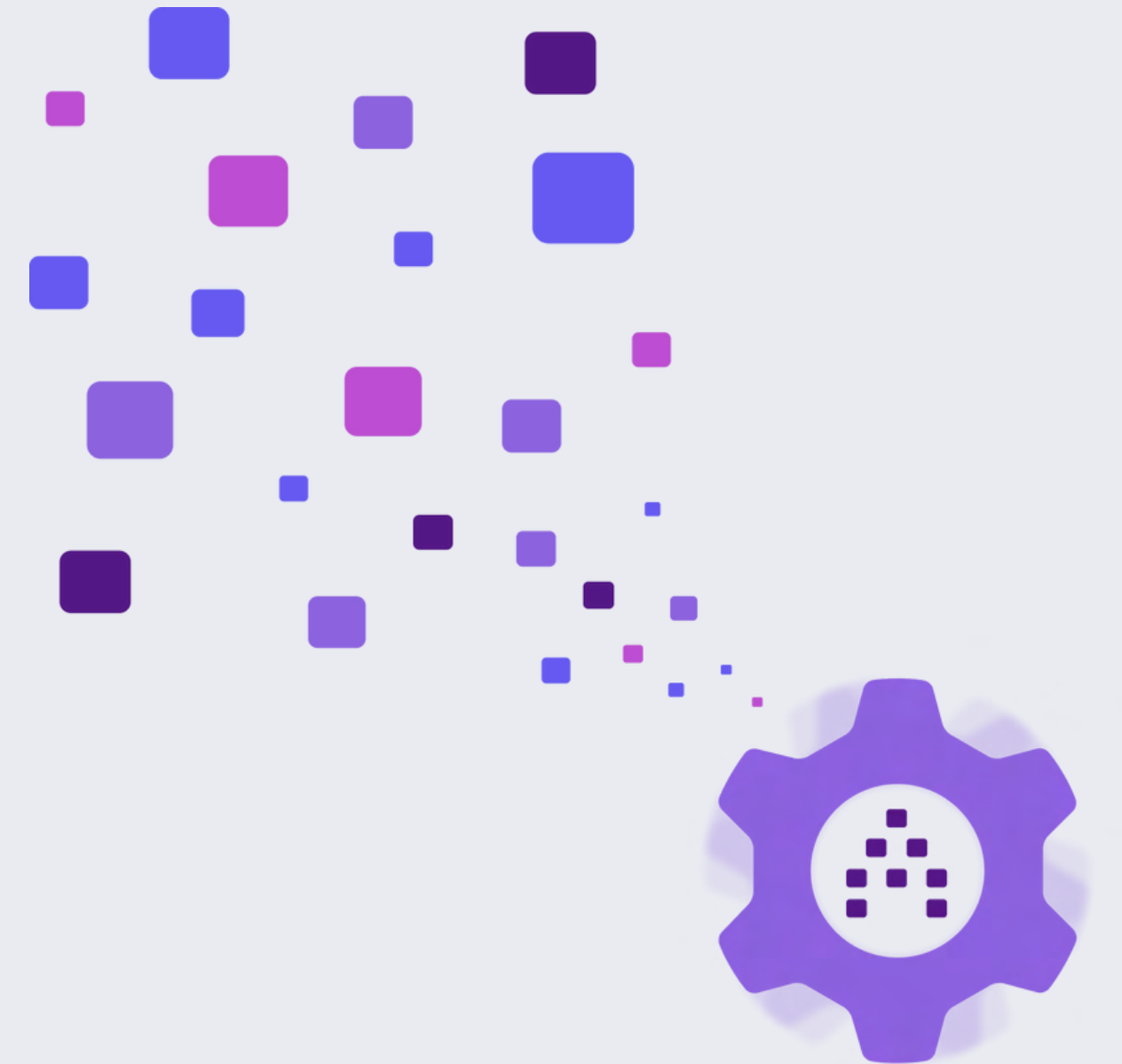
1**2****3****EXECUTE AT SPEED**

Operationalizing your strategy

Planning is the easy part!
Execution can often be your downfall.

Use our toolkit to define your operating cadence and stick to it:

- Make a list of your recurring meetings
- Align on your business outcomes
- Define your orientation points, people programs and blockers
- Build your calendar
- Communicate it



1 2 3 EXECUTE AT SPEED



Operating Cadence Toolkit

1 Status Quo

Start by assessing your current meetings in the calendar e.g.

- Recurring operational meetings
- Recurring strategy meetings
- Team meetings
- Board or investor meetings
- Company-wide meetings
- Company wide programs e.g. performance reviews

Make a list of all the existing meetings and include what you discuss in each meeting

- Key KPI's
- Content e.g. highlights/ wins
- Decision making
- Discussions
- Highlight projects
- Celebrate wins
- People topics
- ...

2 Business Outcome

Align with your leadership team what they need to make business decisions with speed and when they need to see these / when they are available (monthly / quarterly / annual)

- Key KPI's - What are the KPI's you need to track to drive focus in your business
- Highlights / opportunities
- Risks
- People topics

3 Orientation Points

Next, start thinking about where you need your story to be the cleanest. Ideally you're setting yourself up so that you can get full internal alignment before you start talking externally about things like revenue projections, performance, etc.

Big orientation points are usually

- Board meetings
- Investor visits or presentations
- Strategy updates to all employees

4 People Programs

Map out when your people programs take place.

- bi-annual comp reviews
- performance reviews
- ongoing training

5 Lay out Blockers

What are the things that will get in your way?

- company-wide holidays
- shut downs?
- Time to close the books or do a financial analysis
- Seasonality of the business

6 Map out your future calendar

Once you have laid out all elements, map out your calendar using existing meetings or transforming them into a new cadence.

7 Communicate

Once your executive team has signed off on the cadence and your templates, introduce it to your company.





Download now

3 Things you can implement tomorrow to move faster with your strategy

1

Evaluate your focus with the Strategy house

2

Segment between primary and secondary KPI's

3

Implement the Operating Cadence Toolkit

**“Without strategy, execution is aimless.
Without execution, strategy is useless”**

Morris Chang

90% OF STRATEGIES FAIL
BE PART OF THE 10%



Book a demo



cascade