

STRATEGIC



EXECUTION  
WORKSHOP

*Turning Strategy  
into Great Results*



ICLI International Collaborative Leadership Institute

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## Why a Strategic Execution Workshop?

Implementing new strategies is essential to sustaining a company's competitive advantage. *Successful Execution of Strategy* is a top priority for nearly 90% of CEOs.

However, less than 15% of strategies formulated are actually successfully implemented, and failure rates globally range from 60-90%.

Companies that fail to execute their strategies display significantly lower financial performance.

**Turning Strategy into Great Results** identifies the primary reasons why so many strategies fall flat on their face and how to avoid the pitfalls. In this Action Planning Workshop, you will learn how to achieve strategic objectives built on a simple-to-understand/communicate framework that includes critical best practices.

You'll gain an "Architecture of Success," including critical concepts, best practices blueprints, metrics, and systems frameworks. You'll also receive tips, techniques, and navigational aids for goal achievement.



## What can I expect?

This is a practical "roll up your sleeves" program designed to focus on your company's core business opportunities. Bring your internal team that will be tasked with putting the new strategic initiative in place, and walk out with an action plan ready to go – you will have the opportunity to put ideas into action that is destined for success.



## Who Will I Learn From?

Robert Porter Lynch is Co-founder of the Leadership Institute and has consulted widely for major organizations including Astra Zeneca, Cisco, Dow Chemical, Eli Lilly, Exxon-Mobil, General Electric, Hewlett Packard, IBM, Procter & Gamble, Pfizer, Sanofi Aventis, USAA, Warner Lambert, and Xerox among many others.

Robert has been a pioneer in strategic alliances, one of America's leading authorities on trust, and has been recognized for his ground-breaking work in collaborative leadership. He has trained thousands of business leaders around the world in the best practices of collaboration, innovation, and trust building.

Robert has taught in the Business Schools at the Universities of Alberta, British Columbia, and San Diego. He is also the author of several books and numerous articles including the "Fostering Champions" chapter in Peter Drucker's, *Leader of the Future*. His current book, *Trusted to Lead* will hit the bookstores at the end of this year.

To find out more about Robert's expertise, please visit [www.ICLIInstitute.com](http://www.ICLIInstitute.com) or [www.WarrenCo.com](http://www.WarrenCo.com)

## Highly Acclaimed

Recent sessions in North America have been highly successful. This is a sample of the comments:

*Superb! Excellent Content*  
*Made me think, A great learning experience*  
*Great Work! Well Organized*  
*Completely Shifted my thinking*  
*One of the best seminars ever attended*

## Who should attend?

- Senior Executives (C-Suite)
- Presidents
- Vice Presidents
- Strategic Planning Team
- Business Owners
- General Managers
- Program Directors
- Middle Managers
- Project Managers
- Risk Managers
- Business & Market Analysts
- Human Resource Directors
- Strategic Alliance Directors
- Venture Capitalists & Investors

## Workshop Goals & Methodology

We provide the alliance practitioner with concrete, actionable ideas and tools that will be turned into powerful results. Your program team is encouraged to come as a group to the two-day session. Together they will design and develop the roll-out plan for your strategic initiative (or relaunch or reposition an existing but less-than-satisfactory initiative). This Action Planning workshop uses a highly effective “dual track” approach:

**Track One: from Concepts to Practices** – first a critical principle is explained, followed by a best practice which will provide high success, and finalized with a practical “tool kit” to use in real life situations.

**Track Two: Application** --then participants are given the task to apply the principles and practices and tool-kits to their real alliance situation, providing participants with an action-plan to finalize their experience



Participants immediately apply strategies, practices, and techniques that they can use in real life situations in their companies. Learnings result from concrete case examples, interactive sharing of ideas, and practical project development sessions.

*When we looked to find the best advice in the collaborative arena, we quickly learned why Robert Porter Lynch was most likely to be mentioned as the best in the field.* -- Patrick Hehir, Vice President, Flextronics

### Workshop Topics

- Common myths about strategic implementation that block success
- Critical factors for success and the secrets from the masters who led successful strategic execution
- Critical missing elements most leaders fail to understand about effective execution
- How most strategic initiatives actually *increase* resistance to change, and how to reduce resistance
- The only style of leadership that can be relied on to drive from strategy to execution
- How to build an implementation program that employees trust
- Who should be selected to compose the implementation teams
- How to predict, in advance, where 85% of implementation breakdowns will occur, and how to prevent them
- Importance of transforming strategy into a compelling rationale and value proposition
- How to build a teamwork culture that supports effective delivery of results
- What executives and managers must know about human behavior to accelerate results
  - ✓ The program will be custom tailored to your needs. Therefore, please provide advanced input about your specific problems, issues, objectives, and needs.



### Benefits of Attending

Attending this workshop will enable you to enhance your capabilities to:

- Design, launch and implement a successful Strategic Initiative in 10 clear steps
- Build a compelling rationale and value proposition
- Engage and unite key leaders to promote the strategic initiative
- Communicate effectively the enable people to become excited about the future possibilities
- Build Trust and Teamwork to ensure success
- Select the best people to engage in the program rollout
- Increase the speed of implementation, while eliminating
- Gain support from skeptical people
- Reinforce the implementation through critical realignments in structure, performance measures, and organizational rewards

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Available in 1 & 2 Day formats

## Objectives:

Our ultimate value to your company is to produce results by focusing on best practices used by the successful companies that dramatically increase the chances of success and avoid failure:

- **10 Required Steps** that convert Strategy into Successful Results
- **9 Ingredients** for Communicating Value
- **8 Fundamental Principles** of Trust-Building that take down most barriers to execution
- **7 Blockages** that cause Resistance to Change, and how to overcome each of them
- **6 Pitfalls** that cause 90% of the failures
- **5 Compelling Points** that will make your strategy stand up
- **4 Essential Alignments** required to be successful
- **3 Core Elements** needed to make a Compelling Strategic Initiative
- **2 Important “keystone” factors** overlooked by every failed Strategic Initiative
- **#1 Thing People Want** more than anything else (hint: it’s not money)

## SAMPLE AGENDA

### STRATEGIC ESSENTIALS

- **Compelling Rationale**
- **Aiming & Clarifying the Strategy**
- **Knowing the “Moves on the Strategic Chess Board”**
- **Clarifying the Vision**
- **Maximizing the Value**
- **Constructing a Strategic Initiative**  
*Workplace Application*

### LEADERSHIP

- **Creating the United Voice**
- **Choosing the Right Champions**
- **Building a Foundation of Trust & Teamwork**
- **Why Humans Resist or Accept Change**
- **Minimizing Resistance to Change**  
*Workplace Application*

### GETTING RESULTS

- **Building Programs, Pilots, & Projects**
- **Building High Performance Team**
- **Coordinating & Coaching**
- **Delivering the Impactful Message**
- **Creating Rapid Evidence & Belief**
- **Measuring the Progress & Impact**  
*Workplace Application*

### PITFALLS

- **Identify Potential Breakdowns**
- **Secrets of Great Sports Team Comebacks**
- **Too Fast or Too Slow?**
- **Critical ReAlignments**
- **Connecting Silos**  
*Workplace Application*

### Wrap-up

- **Re-Entry Planning**
- **Communicating the Plan**
- **Initiating the Launch**

## A Major Breakthrough in Building Trust



Trust is one of the top three causes of success.

Robert’s world-class "Architecture of Trust" has been recognized globally because of its depth of insight and range of effectiveness. He has been recently honored as one of North America’s Thought Leaders in the field of Trust.

## Our Approach to Capability Building

We design all our programs with the end result in mind: You want practical applications-- fast. Executives rate all programs far more highly if three things are present:

1. Program is *practical* and *directly applicable* to my situation
2. I can use the learnings & material *immediately*
3. Leader was *knowledgeable*, *experienced*, and *responsive*

Therefore, we focus all our executive programs on ensuring four key process steps are employed in the design and presentation of the seminar:

- ✓ The *Concept* is clear
- ✓ A *Best Practice* has been illustrated to bring the concept into a realistic framework
- ✓ A set of “*Tools*” (such as a checklist, process map, etc) makes the best practice useable in everyday practice.
- ✓ During the program, whenever possible, participants are requested to *apply* the concept, best practice, and tool kit to a *real-life situation* in order they gain *immediate applicability* (and consequently the longest term retention)



## *Active Learning System* Capability Building not just in the Head

### *Transforming Key Success Factors into Concrete Applications*

We recognize that Executives & Managers should not be taught like students in college or graduate school. Leadership capability building must not be done solely as an academic exercise, because real effectiveness can only be exercised in the heat of a real challenge – in the crucible of action and the tension of emotions.

Instead of using case studies that may not be highly applicable to the adult leader, we organize our capability building sessions to focus real issues, problems, and opportunities the participants bring into the session.

For this reason, in both our Executive & Manager capability building:

- Our programs focus on integrating *frame-works/architectures* with *success factors* and *tools*, coupled with a heavy dose of participant-focused application.
- We do not rely heavily on case studies, but instead use the *pressure cooker of real life situations* participant brings to the session. We have found case studies are better used as pre-reading to set the stage for new thinking.
- We ensure that every principle or success factor can be distilled into a usable “best practice,” to which we provide a set of “tools” (questions, frameworks, diagnostics, etc.) that then are applied to real life situations. We know that when people are able to apply something immediately, they retain 80% of what they learned three weeks later; but if they can’t apply it, their retention plummets to 20% or less three weeks later.

### *Critical Mass*

We have learned how difficult it is to send one person to a program, have them return, and then face the disappointing challenge of having the “corporate immunal reject response” kick in where the corporate culture kicks out the person with the new ideas because they look like a “foreign body.” Thus we encourage teams to come to our sessions, plan their actions together, and then reenter their parent organizations as a critical mass that can effect improvements.

## Some Representative Feedback from people who have attended Mr. Lynch's programs:



*"Went Really well, Right on Target, One of the Best Things we've ever done. I can't thank you enough for the difference you made. Through your leadership, you've advanced the thinking in our organization, and sparked an openness to working outside the organization I've never witnessed before. The discussion around empowerment within boundaries and the power of alliances was hugely important and timely."*

Director, Strategic Marketing, High Tech Company

*"You performed miracles. You walked into a difficult situation and folks present at your session said it was powerful how you turned the energy. Thank you! I know it has made a difference and I appreciate it as one who is trying to develop a culture of support and accountability."*

Director, Human Resources, High Tech Company

*"Excellent negotiations program, moved us and our alliance partner quickly in the right direction"*

VP Alliances, Automotive Supply Company

*"Our sales have escalated by a quantum magnitude. None of this would have happened had I not gotten the religion and coaching from The Warren Company. This approach to alliances in right on the money"*

Vice President, Marketing, Process Controls Company

*"Thank you for your time and effort in helping us structure our alliance. Your ability to evaluate situations and orchestrate practical solutions is impressive. We feel we have formed a valuable new alliance by having such an intelligent and wise person as a business associate and friend. Thank you for your hard work and caring attitude."*

President, Engineering Company

*"Thank you for your time and effort in helping us structure our alliance. Your ability to evaluate situations and orchestrate practical solutions is impressive. We feel we have formed a valuable new alliance by having such an intelligent and wise person as a business associate and friend. Thank you for your hard work and caring attitude."*

President, Engineering Company

*"Your teaching has made a profound influence in our development. Personally I use your book as a text book, road map, and bible. It still amazes me how true all the "essentials for success" have been for us! I wonder sometimes if our alliance would have just "fallen by the wayside" like so many others if we hadn't been made aware early on how important each of those blocks would be in achieving success."*

Director, Business Development, Health Care Alliance



*"A very valuable session. I, and the rest of the team, got a tremendous value out of it. I was very impressed with how you hit the ground running so effectively and got your arms around the problem very fast."*

Senior Partner, Big Five Consulting Company

*"I used the Best Practice frameworks the next week to rebuild a failing alliance, and the turnaround in performance was extraordinary. This approach is continuing to pay back enormous results 2 years later."*

Senior Executive, Leading Computer Company

