



**Webinar**

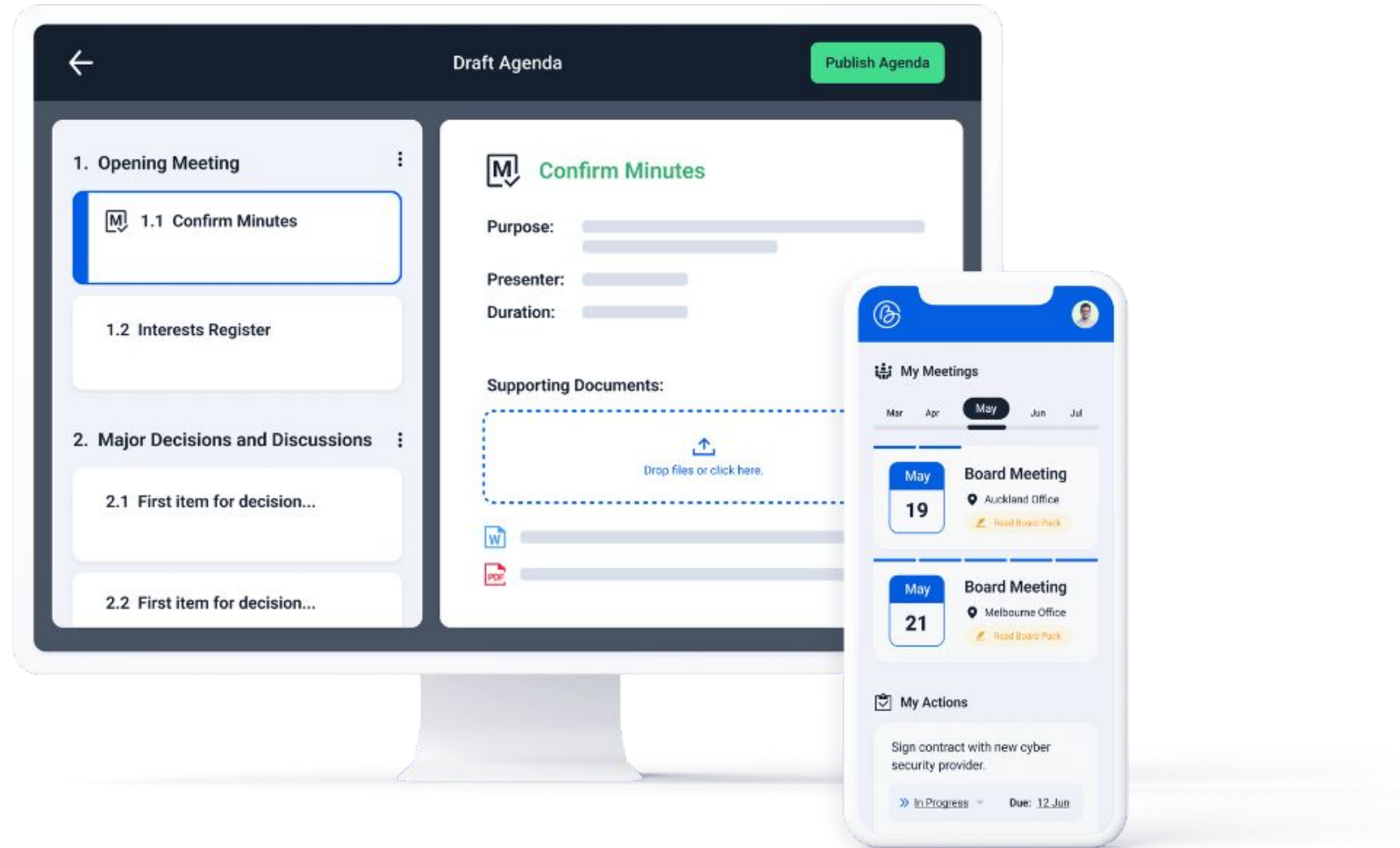
# From Strategy to Excellence How to Bridge the Gap

Practical tips and tools on shifting strategy  
from words on a page to impactful action.

**Special Guest -Aisha Daji Punga**









**Making the fundamentals of  
governance free and  
easy to implement**



**Aisha Daji  
Punga**

Managing Director  
**ImpactFULLco**



**Steven  
Bowman**

Managing Director  
**Conscious  
Governance**



**Steve  
McCrone**

Managing Director  
**AGLX Asia Pacific**

**Slides, webinar video,  
resources and presentation  
will be sent to you.  
Relax, listen and ask  
questions**

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# From Strategic Intent To Executional Excellence



Practical tips and tools on shifting strategy from words on a page to impactful action.



**Aisha Daji Punga**



Some 60–90%  
of strategic  
plans never fully  
launch (HBR).







# Bridging The Gap

Chairs and CEOs should be considering the strategy design process and pre-empting the execution gaps.

## The two most important facets

01

An iterative CEO led Strategic Design process with the Board and

02

A rigorous Execution Cadence led by Management.

This session will cover how to tackle common pitfalls of misalignment, lack of engagement, and inadequate traction.



# Good Strategy Design Will Provide:

- 01 A Vision Of Success
- 02 Transparency Of Strategic Choices
- 03 Clear Management Guide Rails
- 04 The Strategic Shifts Required
- 05 A Negative Roadmap
- 06 A Plan On A Page
- 07 An Elevator Pitch
- 08 A Supporting Board Plan





# An Iterative CEO Led Design Process With The Board

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01

“The Strategy Debate” – Board or Management...

02

The Process: Iterative, Insightful, Evidenced Based and Intelligent Challenge

03

Provide Direction and Guide rails, Clarity of Purpose, Mission, Vision, Values, Principles

04

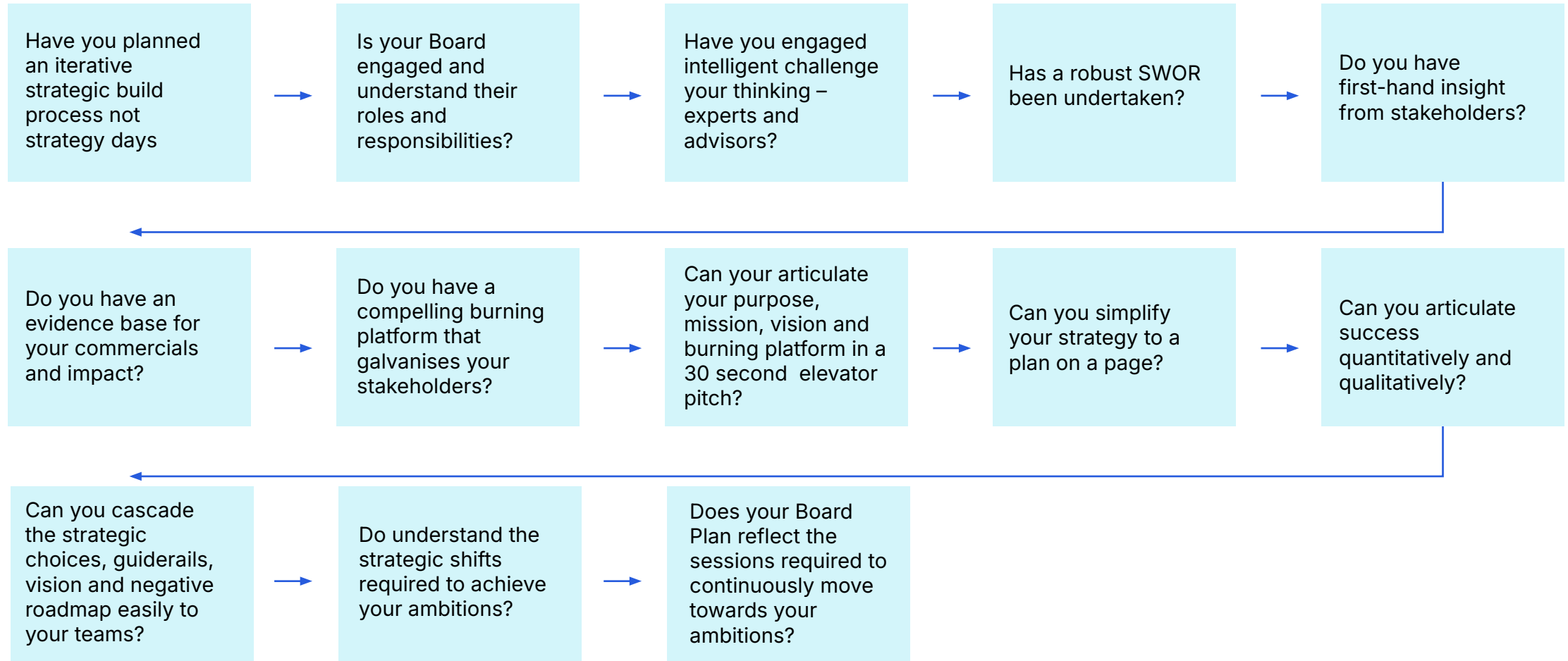
Articulation of the Impact, Ambition and Burning Platform Galvanising Stakeholders

05

An Impactful Path Ahead - A Ten-Year Ambition, A 3 Year Picture, A Go To Market Strategy



# Strategic Design Checklist: Robust and Collaborative





# Strategic Design Tools:

- AI for SWOR and Evidence Base
- Impact Ambition Model – Four Quadrants Outcomes
- Purposeful Direction Blueprint and Guides
- Lean Canvas – Target Audience, Compelling Proposition, Business Model Criteria...
- Getting What You Want – Start At The End and Work Back!
- Elevator Pitch Process – Connect, Problem, Solution, Tell Me More...






# Great Execution Cadence Requires:

- 01 One Organisational Plan (vs Functional)
- 02 Leaders Modelling Behaviours & Culture
- 03 Business Resourcing & Model Adaptation
- 04 Aligned and Cascaded OKR's/KPI's
- 05 Strategic Value Prioritisation and Negative Roadmap
- 06 Quarterly Rocks and Capacity Planning
- 07 Lead and Lag Indicator Scorecards
- 08 Management & Board Reporting Alignment



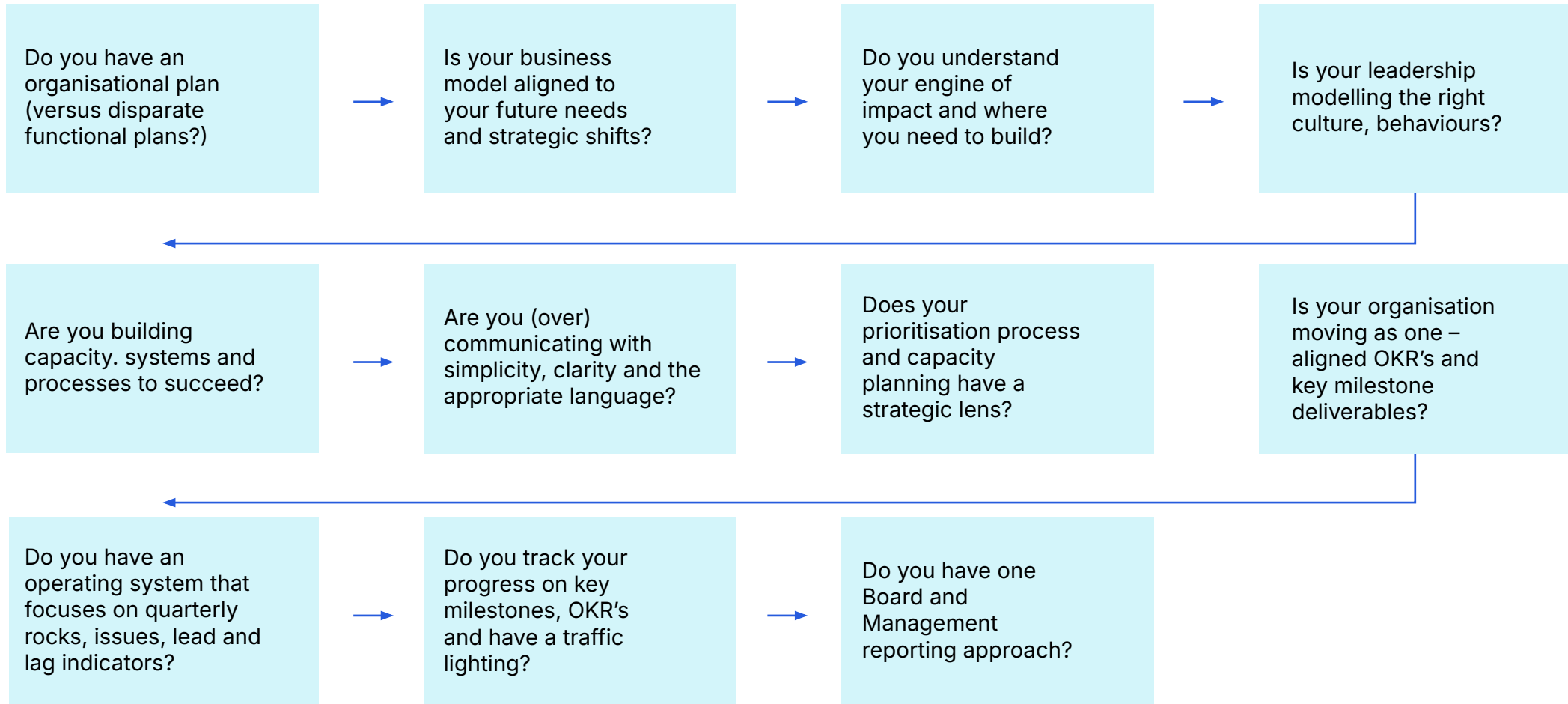
# Rigorous Execution Cadence Led By Management



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- Engine Of Impact Capability Build
  - An Organisational Plan With Cascaded KPI's/OKR's
  - Character Leadership & Modelling
  - Resourcing and Business Model Design
  - Prioritisation and Capacity Planning
  - Business Cadence – Rocks, Issues, Scorecards
  - Communication, communication, communication
  - Single Source Board and Management Reporting



# Execution Cadence Checklist: Rigorous and Engaging







# Execution Cadence Tools:

- 01 Strategy To Execution Blueprint (impactFULLco)
- 02 Engine of Impact Assessment and Build (EOI)
- 03 Leadership - Return On Character (Fred Kiel)
- 04 Resourcing - Zero Based Design Build (CVA)
- 05 Strategic Value Prioritisation (impactFULLco)

- 06 Strategic Execution Tracking Platform (Flipview)
- 07 Business Cadence & Operating Systems (EOS)





# Conclusion

- An iterative CEO led Strategic Design process with the Board
- A rigorous Execution Cadence led by Management
- Alignment: Board and Management, Management and Teams
- Engagement –Character Leadership, Clarity, and Language
- Traction – What Gets Measured Gets Done!





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# Planned October Event

- One day (4 x workshops)
- **Topics**
  - Be and think strategic (Steven Bowman)
  - Writing better board papers (Julie Garland McLellan)
  - Become a great board chair (Giselle McLachlan)
  - Modern governance for today (Matt Fullbrook)
- **Investment** – \$997 (\$697 Early bird rate)
- **Includes:** Lunch and Evening networking event





**Thank you**

