

CREATE AN OPENING FOR RAPID EXECUTION STRATEGY LEADERSHIP FORWARD™

Did you know that when CEOs talk strategy, 70% don't get it?

In a recent study of employees at 20 major corporations in five industries individuals were presented with strategy statements and had to indicate which of these fit their firm, as well as their three major competitors. This was repeated with individuals indicating the strategies of firms in an industry in which they did not compete.

The findings were shocking. Individuals were presented with six different strategy statements, and had a 16.67% chance of getting it right—just by sheer luck. As the table reveals, this is approximately what is found when the individual is attempting to distinguish among different strategies from a random industry. **Overall, the study found that only 29.3% of employees could correctly match their company to its publicly espoused strategy. 70% of employees could not identify the publicly presented corporate strategy of their employer.**

PERCENTAGE IDENTIFIED CORRECTLY

	INDUSTRY OF EMPLOYMENT	RANDOM INDUSTRY
Corporate strategy	29.3%	15.7%
Environmental strategy	15.8	16

Source: Tim Devinney. For details, click [here](#).

Intended for groups of senior leaders, this program creates an opening for rapid strategy execution through an intensive half- or full-day session.

HIGHLIGHTS

With the *Strategy Leadership Forward*, you can:

- ➔ Evaluate your current level of strategic thinking
- ➔ Get clear about the power of good strategy in accelerating your team's performance
- ➔ See new strategic possibilities for your organization
- ➔ Harness the power of clear communication to execute strategy rapidly and flexibly

TEST AND ADVANCE YOUR STRATEGY LEADERSHIP SKILLS

The *Strategy Leadership Forward* causes a breakthrough in your ability to think and act strategically and creates an opening for a powerful new conversation about your organization's strategy—the integrated set of choices you as leader make to build market positioning that is both unique and valuable.

The program will provide you the opportunity to:

- Get what strategy is and what it is not and how good strategy is created
- Create a statement of strategy that succinctly and clearly reveals your organization's objective, scope and advantage
- Distinguish your role as leader in creating strategy as a powerful communication for focused, collective action inside your organization

The program conversation draws on your own expertise and judgement—individually and collectively—as well as on proprietary content, frameworks and tools. As a result of this program you will be left with a clear sense of what's next for your own strategy leadership development.

ABOUT THE PROGRAM LEADERS

P. Lawrence Fagan is a consultant and educator with more than 20 years of professional experience in strategy creation, execution and leadership development. His work moves entire management teams to think and act strategically, causing breakthroughs in their ability to execute strategy day-to-day.

David Sanchez is a co-founder of CapSys and a highly-regarded senior advisor who specializes in strategy execution in the Life Sciences industry. The focus of his efforts over the past 15+ years has been with Pharmaceutical, Biotech and Medical Devices clients in the North American, European and MEA regions.

LEARN MORE

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