

# 5 TIPS

## FOR SUCCESSFUL STRATEGY EXECUTION AND RAPID GROWTH



A SUMMARY OF THE EXECUTION REVOLUTION

Howwe®

# WHY AN EXECUTION REVOLUTION?

We are on the precipice of unprecedented change. The coming decades will bring more transformation than ever before in human history, impacting everything from the global climate to the technologies we use daily. This accelerating pace of change is becoming a law of nature itself.

But amidst this whirlwind of change, one thing remains constant: the struggle to execute. A staggering 80% of change initiatives fail or are significantly delayed. Companies achieve only 64% of their predicted growth over a five-year horizon. Globally, we lose \$1 million every 20 seconds due to failed execution. To put that in perspective, that's roughly twice the US military budget annually, or enough to finance the entire global transition to 100% renewable energy by 2050!



This inability to execute effectively isn't just a business problem; it's a societal one. It hinders progress, stifles innovation, and prevents us from solving the critical challenges facing our world.

That's where The Execution Revolution comes in. It isn't just about improving business performance; it's about empowering individuals and organizations to thrive in the face of constant change. It's about equipping leaders with the tools and strategies they need to turn vision into reality, no matter how complex or ambitious the goal.

The Execution Revolution is a movement. It's about recognizing that execution is a team sport, a collective endeavor that requires a shift in mindset and behavior. It's about mastering the art of large-scale behavioral change at speed. Companies that master this approach will be the market leaders of tomorrow. This summary, highlighting the top five tips from the book, offers a clear overview of the roadmap to guide you there.

This is a call to action for leaders at all levels to embrace change, master execution, and shape a better future for themselves and their organizations. If you see yourself in this, we highly recommend diving deeper by getting the book.

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# WHAT'S IN IT FOR YOU?

You're busy. You need practical solutions, not more theory. You might be thinking, "Why should I engage in the Execution Revolution?" Here's why:

The method we present here, originating from the book, is proven to deliver results and is easy to implement. In the following pages, we will walk you through the key steps to help you transform strategy into action. This isn't just theoretical fluff. It provides a clear, actionable framework, refined over years of implementation in over 5,000 teams. You'll get the tools to define your Most Important Goals, make your Company Initiatives Actionable, drive behaviors at scale through Key Activities, and foster a culture of commitment in your teams. It's a complete cycle, from planning to execution, that's been tested and proven in the real world.

This method equips you for the future of strategy execution. You'll get a glimpse into the powerful insights the full book offers, including:

- Increased agility: Learn how to systematically re-prioritize and adapt your strategy in response to a rapidly changing world.
- Digital acceleration: Understand the growing importance of digital tools and leadership in strategy execution.
- Cross-functional collaboration: Navigate the complexities of executing strategies that span departments and functions.

This is the first step into the Execution Revolution that will give you the edge you need to succeed in an increasingly complex and dynamic world. It's your guide to turning strategy into tangible results and achieving your most ambitious goals.

*"Without a strategy, execution is aimless. Without execution, strategy is useless."*

-MORRIS CHANG

This quote perfectly encapsulates the essence of this book and the methodology you are about to explore. It highlights the circular dependency between strategy and execution, two sides of the same coin, each meaningless without the other.

In this summary, you will do a quick journey through a streamlined and potent methodology that emphasizes focus, adaptability, and speed across the organization. This methodology is further enhanced by digital enablement, making it not just robust but also future-proof and scalable.

And it consists of just four easy-to-grasp components. The first two components, Most Important Goals and Strategic Initiatives, form the strategic part of our methodology. They answer the questions of WHAT we aim to achieve and HOW we aim to achieve it.

The third and fourth components, Key Activities and Strategic Stand-Ups, form the execution part of our methodology. They answer the questions of what we DO to focus our efforts and how we sustain change and maintain momentum over time.



# 01

## **MOST IMPORTANT GOALS (MIGS)**

In the relentless pursuit of success, organizations often spread themselves too thin, chasing every opportunity that emerges. This fragmented approach can lead to a dilution of efforts and subpar outcomes. To truly excel, organizations must prioritize and concentrate their resources on the goals that matter most. By focusing on less, you can achieve way more.

A Most Important Goal (MIG) is a critical goal that, if achieved, will have the most significant impact on the organization's success. Each team should have 2-3 MIGs that are aligned with the goals of the team immediately above them.

In the book, you'll learn more about how to identify your MIGs, align your teams around them, and avoid common pitfalls in the process. You'll gain insights into prioritizing effectively, measuring what matters, and ensuring everyone in your organization is working towards the same objectives.



# STRATEGIC INITIATIVES



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Strategic initiatives are the stepping stones that lead from ambitious goals to tangible results. They are the bold moves, the calculated risks that can transform an organization's trajectory and drive significant performance improvement.

Strategic initiatives are actionable pathways designed to realize the MIGs. They provide a clear and actionable roadmap for the entire organization, outlining the strategic direction and concentrating efforts towards achieving the desired outcomes.

This section will equip you with the knowledge and tools to define and prioritize your Strategic Initiatives effectively. You'll learn how to break down complex initiatives into manageable sub-initiatives, allocate resources efficiently, and monitor progress to ensure alignment with your strategic vision.

# 03

## KEY ACTIVITIES

In the journey towards achieving your goals, it's crucial to identify the vital few actions that will propel you forward. These are your Key Activities—the high-impact actions that drive the majority of your results. Think of it like this: if your goal is to lose weight, stepping on the scale every day won't make much difference. The real game-changers are the actions you take—your diet and exercise. Similarly, in pursuing any goal, focusing on the right actions is the most effective way to influence your results.

Key Activities aren't just any actions; they're the high-leverage activities that make a disproportionate impact. They're often the tasks we tend to shy away from—the challenging ones that require us to step outside our comfort zones. But they're also the tasks that hold the greatest potential for growth and improvement.

Discover how to pinpoint your Key Activities and overcome the behavioral hurdles that often stand in the way of execution. You'll learn more about how to identify those high-impact actions, outsmart your caveman brain, and handle resistance to change in the book. You'll also gain practical tools for defining your Key Activities clearly, motivating your team to embrace them, and tracking progress to ensure they deliver maximum impact.

# 04

## **STRATEGY STAND-UPS**

In the hectic landscape of the modern workplace, maintaining focus on strategic goals can be a challenge. The constant influx of daily tasks and urgent issues can easily derail even the most well-intentioned plans. To navigate this challenge, organizations need a mechanism to ensure their long-term vision doesn't get lost in the daily shuffle.

Strategy stand-ups are short, weekly meetings (15-30 minutes) designed specifically to bridge the gap between strategic intentions and tangible actions. They also help to align team members and foster accountability.

Learn how to implement Strategy Stand-Ups in your organization to foster a culture of accountability and commitment. In the book, you'll gain practical strategies for leading these meetings effectively, driving progress on Key Activities, and ensuring everyone is aligned with the strategic vision.



# DIGITAL ACCELERATION

05

To effectively drive the strategy, organizations need to ensure their strategies are not just actionable but also scalable. Traditional methods of capturing and implementing strategic goals often fall short in ensuring that every member of the organization, at every level, is aligned and understands their role in achieving the overarching objectives.

Digital tools for strategy execution enable organizations to quickly roll out strategic changes, maintain alignment across all levels, and actively steer toward goals rather than merely monitoring progress through backward-looking metrics.

As a CEO, your role is evolving. In this era of rapid change and digital disruption, you need to be more than a decision-maker; you need to be a digital leader. There is a full section in the book that explores the transformative power of digital tools in strategy execution. You'll understand why traditional methods are no longer sufficient and how the right digital solutions can streamline your strategy, enhance visibility, and accelerate progress toward your goals. It's about equipping yourself with the tools and knowledge necessary not just to navigate the future but to thrive in it.

# HOW TO BEST UTILIZE THIS BOOK

The Execution Revolution is more than just a book; it's a practical guide, a toolkit for driving change in the 21st century, and a blueprint for achieving your organization's most ambitious goals. Here's how you can maximize its impact:

## **For senior leaders:**

This book is your guide to navigating the complexities of strategic execution in the digital age. Use it to:

- Unify your management team around a shared vision. Cut through the noise and create laser focus on the strategic changes that matter most. Build a culture of accountability where everyone is invested and aligned with your top priorities within your team.
- Execute with speed and agility. Equip your organization with a proven methodology for strategy execution that's light, adaptable, and built for the 21st century. Join thousands of teams who have already transformed their approach and achieved extraordinary results.
- Become a digital leader. Embrace the power of technology to drive your strategy forward and ensure your organization remains at the forefront of innovation. Invest in your digital leadership and secure your relevance in the ever-evolving landscape of business.

## **For Individual Leaders and ambitious individuals:**

Invest in your own future to become a driving force for change. This book provides the tools and techniques to align your team's efforts with the overarching strategic vision, ensuring enthusiastic buy-in to the journey. By fostering a culture of accountability and ownership within your team, you'll clarify how their weekly contributions directly impact the company's success. Become a clearer and more transparent leader, guiding your team to excel in an ever-changing environment.

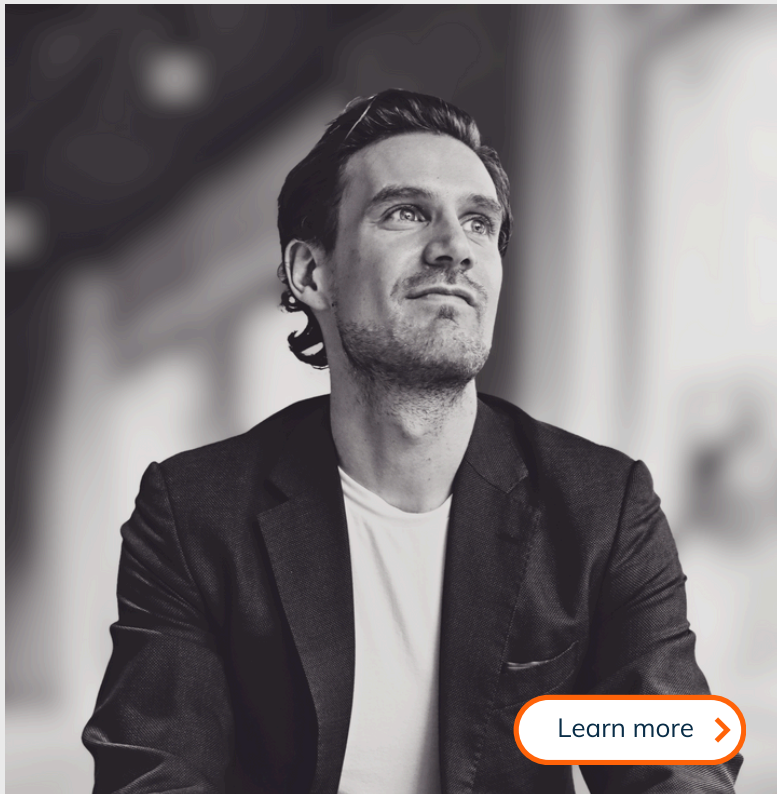
# YOUR PATH TO EXTRAORDINARY RESULTS

The 5 tips for successful strategy execution and rapid growth from Execution Revolution are vital for leaders at all levels. This is an invitation to rethink the way you approach strategy, to embrace change, and to redefine what's possible. By implementing this methodology and the full set of tools outlined in the book, you can unlock your organization's full potential and achieve extraordinary results.

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*In THE EXECUTION REVOLUTION, Johan Grönstedt presents a compelling case for focus in an age of distraction. His insights on prioritization and commitment culture will reshape how you think about strategy. And his framework will help you turn ambitious goals into tangible results.*

— Daniel H. Pink, #1 New York Times bestselling author .



## ABOUT THE AUTHOR

Johan has dedicated his life to the pursuit of excellence in the field of strategy execution, expertly navigating the realms of both theory and practical application. With extensive experience as a Management Consultant and Chief Strategy Officer, he has developed a unique approach that merges deep theoretical insights with actionable and pragmatic strategies for success. Known for simplifying complex concepts into clear, engaging advice, Johan has worked with hundreds of senior leadership teams, directly impacting strategic success across numerous organizations. His work, which also encompasses articles, keynote speeches, and now his book, aims to inspire and empower professionals to reach their ultimate goals and ambitions through better and more efficient tools fit for the 21st century.

# Howwe®

Howwe® is the Solution for Growth.

With our method and software, we simplify the execution of your strategy.