

7 REASONS WHY **STRATEGIES** **FAIL TO GET EXECUTED**



THE TOP TEAM IS NOT ALIGNED

This is of course a pre-requisite. If there's not a strong cohesive common direction, the organisation will be aimless and continue business as usual.



FREQUENT CHANGES OF DIRECTION

This creates instability for the organisation. Furthermore, if you change too frequently, you are operating with a moving target and are unable to measure progress.



LEADERSHIP IS ALIGNED BUT NOBODY KNOWS

Some top teams are incredibly well aligned, and therefore think others are too... But they struggle to convey a clear message and strategy that gets fully endorsed.



IT'S NOT CASCADED

Sprinkling slides on the organisation is NOT how to get people involved. It needs to be a dynamic 2-way dialogue. It takes time, which is often vastly under-invested in.



NOT CONNECTED TO INDIVIDUAL GOALS

Many organisations don't translate the strategy into individual goals. Or only do so once a year. That doesn't work. People keep on doing whatever they were already doing!



EMPLOYEES ARE ALREADY TOO BUSY

People have too much on their plate already. The new strategy assumes there's incremental bandwidth which doesn't actually exist. Change initiatives and strategies fizzle out.



THERE'S NO COMMON PROCESS

If organisations manage strategy, execution and follow up with a set of disjointed tools and systems, it's highly ineffective and very hard to achieve the desired results.

