

# Strategic Execution of Mission Fulfillment

MOTIVATING YOUR TEAM FOR SUCCESS

Dr. Elie Henry | SeLD Conference 2023



**Importance** of strategic execution  
and its impact on achieving the organization's mission.



# Strategic Execution

- “The discipline of getting things done”.
- Is the implementation of a strategic plan in an effort to reach organizational goals.
- It comprises the daily structures, systems, and operational goals that set your team up for success.



Strategy

Content

**What**

Strategy-Execution

Process

**How**

# Strong link between strategy and strategy-execution

Strategy

Strategy-Execution

**CONTENT**



**PROCESS**



# Strong link between strategy and strategy-execution

## Strategy



## Strategy-Execution



CONTENT

# Strategic Execution is a critical activity of successful organizations



- To be successful, you must execute.
- No matter how great your idea is, if you can't execute it, you're not different from someone without an idea.

# Strategic Execution

Is a measure of the firm's future performance.

Is the sum of all the jobs done inside the firm, and by its partners.



# Strategic Execution and **the Leader**

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Execution is the major responsibility of the leader of the organization.

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Execution requires a comprehensive understanding of the organization or business, its people and its environment – and the leader is the only person in a position to achieve that understanding.

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Only the leader can make execution happen, through his deep personal involvement in the substance and even the details of execution.

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Critical role of effective leadership and team motivation.

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# Mission and vision of the organization

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Importance in driving the organization forward.



Committing to a strategic plan before beginning implementation ensures all decision-makers and their teams are aligned on the same goals.

# Crucial role of the President ———— in the strategic execution



A motivational leader



Leadership performance is increasingly measured by ability to execute.

# *The* **Leader**

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Inspires the team with enthusiasm, vision and ability to inspire the team are instrumental in the successful execution of strategic initiatives.

# Leadership

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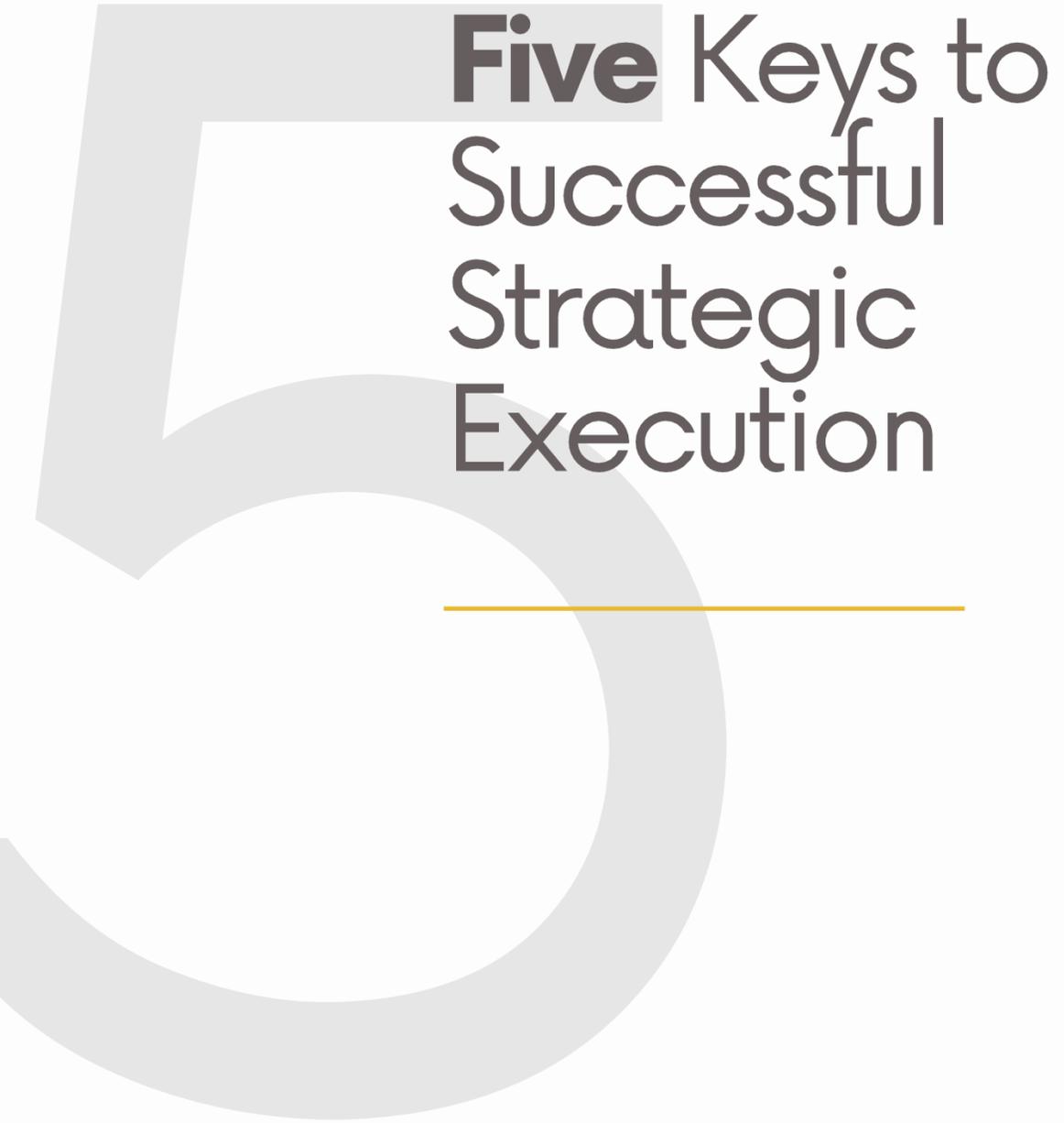
*Styles*

Directive  
Style

Coercive  
Style

Consultative  
Style

Participative  
Style



# Five Keys to Successful Strategic Execution

- Communicate Clear Vision and Goals

- Foster a Culture of Collaboration

- Empower and Delegate

- Recognize and Reward Success

- Overcoming Challenges and Adapting to Change

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# Communicate Clear Vision and Goals

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A successful leader must articulate a clear and compelling vision for the organization. This includes outlining specific strategic initiatives and defining measurable goals.



# S.M.A.R.T.

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Specific



Measurable



Attainable



Realistic



Time-bound

- Strategy execution relies on continually assessing progress toward goals.
- To effectively measure your organization's performance metrics, determine numeric key performance indicators (KPIs) during the strategic planning stage.
- A numeric goal serves as a clear measure of success for you and your team to regularly track and monitor performance and assess if any changes need to be made based on that progress.

**KPI's**  
Key Performance Indicators

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# Communicate Clear Vision and Goals



Communicate this vision and the significance of each team member's role in achieving it.



When team members understand the "why" behind their tasks, they become more motivated and engaged in the mission.



# | Goals

Leaders who execute **focus** on a very few **clear priorities** that everyone can grasp.

**Focusing** on three or four **priorities** will produce the **best results** for the resources at hand.





# Follow through

Clear, simple goals don't mean much if nobody takes them seriously.



Encourage a collaborative work environment where team members feel valued and supported.



Emphasize the importance of teamwork and open communication.



## Foster a culture of Collaboration and Accountability

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# Foster a culture of Collaboration and Accountability

- Foster an inclusive atmosphere where diverse perspectives are welcomed, and ideas are freely shared.
- A strong sense of camaraderie and mutual respect boosts morale and drives collective effort towards fulfilling strategic initiatives



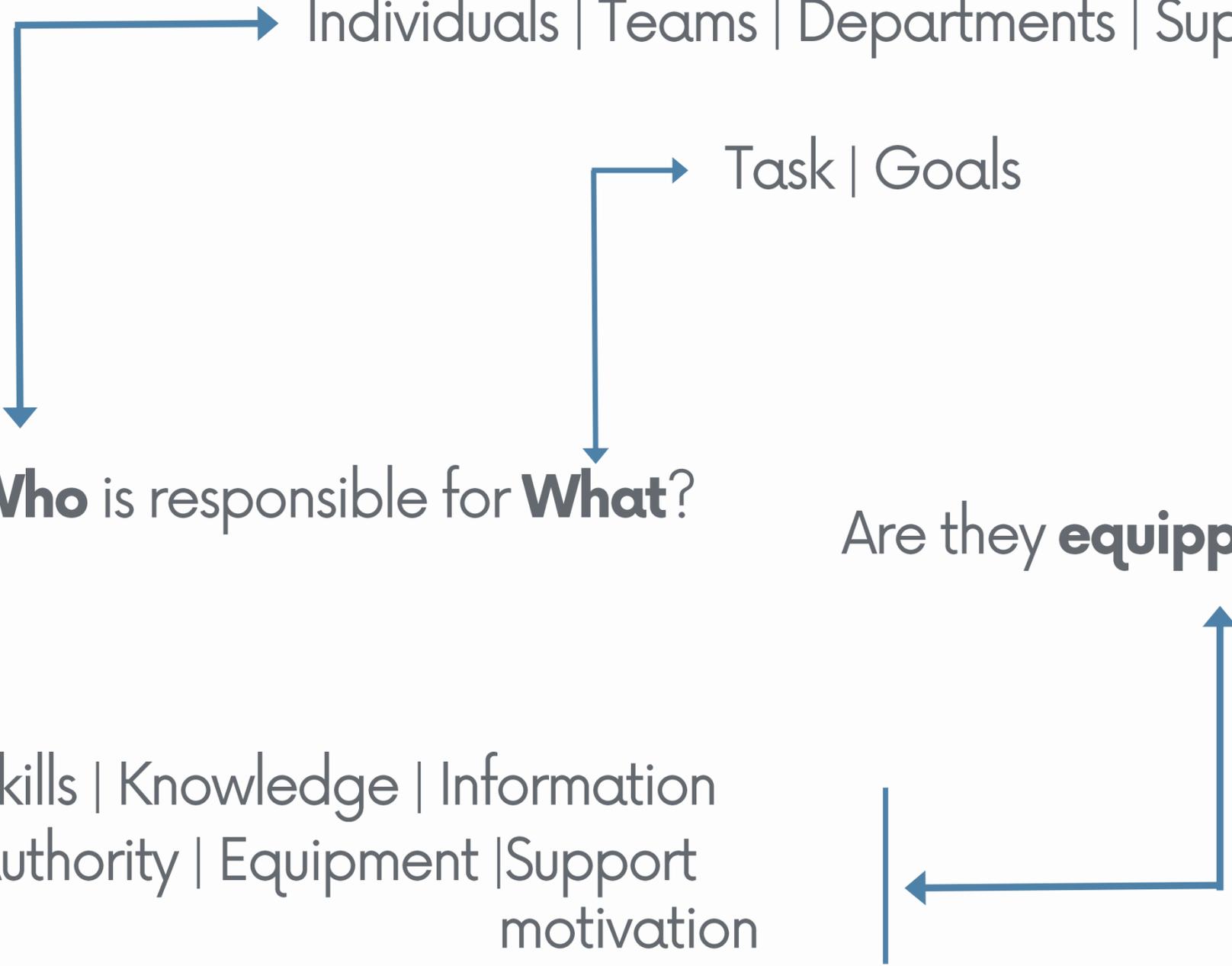
Individuals | Teams | Departments | Suppliers

Task | Goals

**Who** is responsible for **What**?

Are they **equipped** enough to carry out What?

Skills | Knowledge | Information  
Authority | Equipment | Support  
motivation



# | Accountability

- “People do not do what you expect but what you inspect”
- Lack of/invalid systems to track and measure the performance of strategic plans.





# Empower and Delegate

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Trust your team members with responsibilities and empower them to make decisions within their areas of expertise.



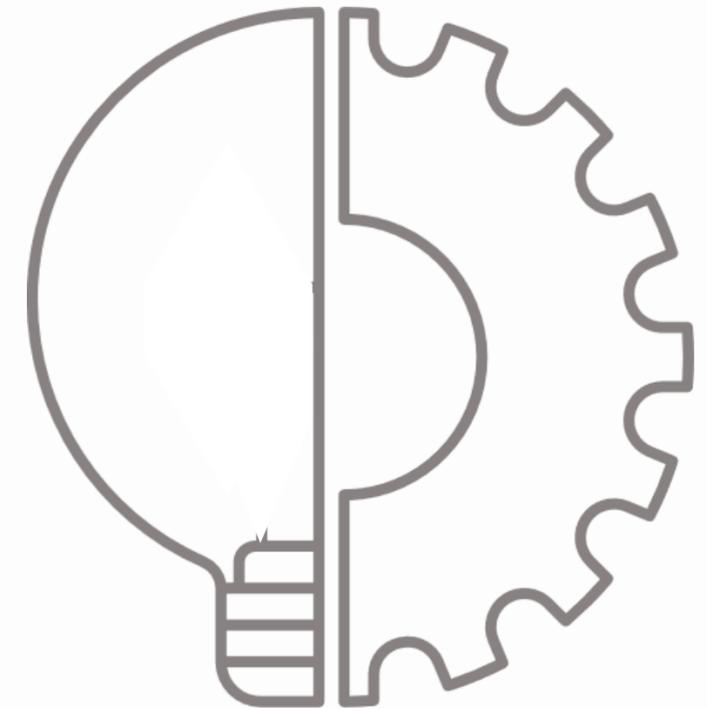
Delegating tasks shows that you have confidence in their abilities, leading to increased ownership and motivation.

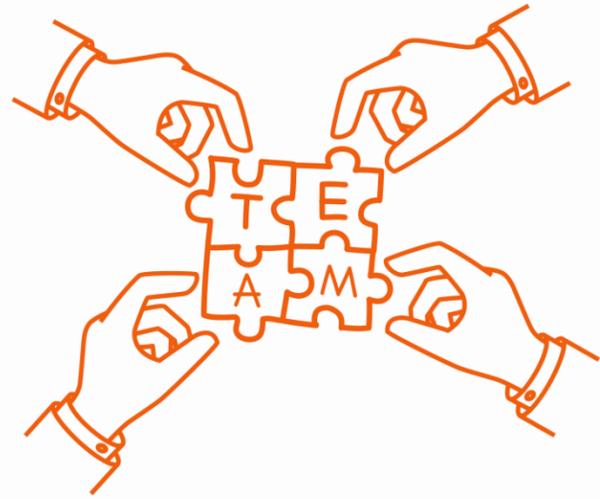


Allow team members to take ownership of their projects while providing necessary guidance and support when needed.

# Innovation and control

- Balance innovation and control
- While innovation is an essential driving force for company growth, don't let it derail the execution of your strategy.
- To leverage innovation and maintain control over your current strategic implementation, develop a process to evaluate challenges, barriers, and opportunities that arise.





Acknowledging individual and team accomplishments is essential for maintaining motivation



Regularly recognize and celebrate successes, both big and small. Publicly praise team members who contribute significantly to strategic initiatives, reinforcing their value to the organization.



## Recognize and reward Success

# Recognize and reward Success

Consider offering rewards or incentives to further encourage high performance.





# **Overcoming** Challenges and Adapting to Change

- Address the inevitability of challenges and changes during the execution process.
- The leader can show how to lead through adversity, fostering resilience and adaptability.

Implementation of a strategic plans introduces **change** which sometimes **exposes** the psychological insecurity of employees.

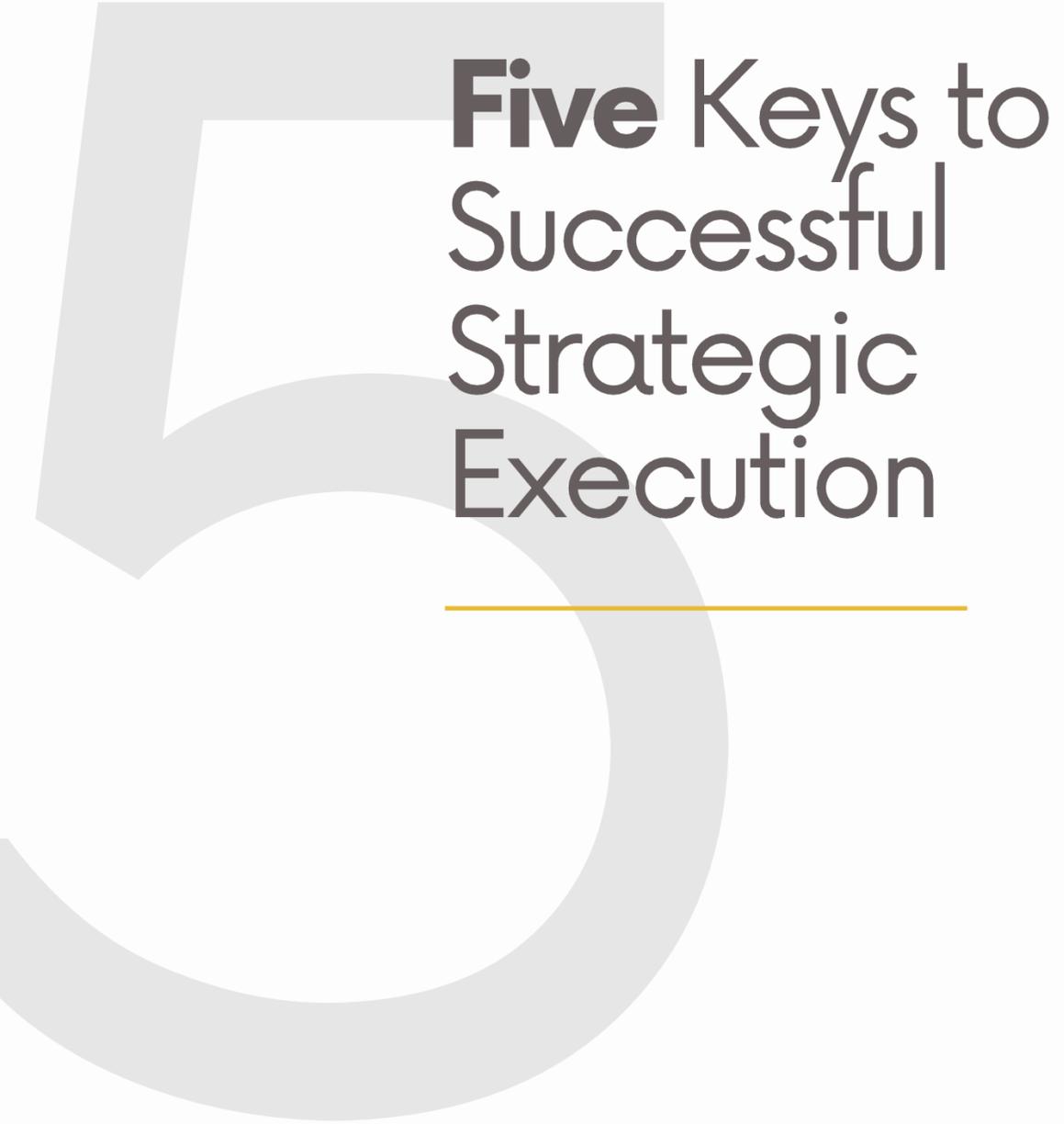


## External factors

beyond the control  
of marketing  
planners and  
implementers



**PESTEL**  
forces



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# Continuous Learning and Development

- Invest in your team's growth and development.
- Offer training opportunities and workshops that enhance their skills and knowledge.
- Support their professional aspirations and create a pathway for career advancement within the organization.
- Employees who feel that their personal development aligns with the organization's goals are more motivated to contribute to mission fulfillment.



# Success!

MISSION **FULFILLED**

