



For Immediate Release

## 250+ tips from senior executives to turn strategy into success

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According to the *Harvard Business Review*, companies lose between 40 and 60 percent of their strategic potential during the implementation of their business strategy. And that's because managers don't succeed in turning their strategy into success.

**Strategy Execution Heroes**, Jeroen De Flander's new book, released on 10 February 2010, plans to change that. De Flander surrounded himself with an impressive all-star team of experts and executives such as Sir John Whitmore, author of the bestseller *Coaching for Performance*, Michael Smith, Vice President Coca-Cola North America and Jean-Francois Van Kerckhove, Vice President Strategy at eBay, and collected 250+ insights and tips to help managers get their execution job done.

**Gérard Mestrallet, CEO of GDF SUEZ** says: "*Our world is facing uncertainties never seen before. Designing winning strategies, as tough as it can be, is only part of the challenge facing senior management. The most difficult part is to continuously translate our strategy into superior performance at all levels of our organisations. That's what Strategy Execution Heroes is all about: tips and tricks to get things done*".

**Bruno Lanvin, Executive Director at INSEAD** reaffirms this: "*Organisations have become very aware that much great strategy is lost before it's turned into performance, mainly as a result of poor execution skills. Strategy Execution Heroes is a significant step towards addressing that gap: it takes strategy to the manager level, providing practical everyday recipes to make sure that the 'big picture' does not remain a boardroom abstraction*".

**Jeroen De Flander** is an international Strategy Execution expert, executive coach, seminar leader and highly regarded keynote speaker. For several years, he was Arthur D. Little's responsible manager worldwide for the Balanced Scorecard product line.

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➡ <http://www.the-performance-factory.com/en/strategy-execution-heroes/media-corner/> or  
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➡ To request a *review copy or interview* with the author, write to  
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