STRATEGY EXECUTION HEROES

Spice up your strategy process

A checklist

Use S*trategy Execution Heroes* to assess impact and feasibility.

Estimate the impact of each tip and score low as a 1, medium as a 2 and high impact as a 3.
Estimate the feasibility of each tip and score low as a 1, medium as a 2 and high feasibility as a 3.

	Impact	x	Feasibility	=	Priority

Go beyond the classical Porter analysis

	Impact	Feasibility	Priority
Economic dynamics.			
People dynamics.			
Budget dynamics.			
Industry dynamics.			
Customer dynamics.			
Decision dynamics.			
Execution dynamics.			
Leadership dynamics.			

Avoid the budget boomerang

	Impact	Feasibility	Priority
Start with a solid strategy review.			
Don't stop restructuring.			
Think like Johan Cruijff.			
Debate assumptions.			
Don't put the support departments on a yo-yo, stop-go diet.			
Review all project spending.			
Make sure you are ready for the turnaround.			

Build an execution edge

	Impact	Feasibility	Priority
Evaluate your execution capabilities.			
Prepare to hire great people.			
Develop your employees.			
Decide today how you will monitor execution tomorrow.			
Find time.			
Manage stress.			

Multiply estimated impact and feasibility to assess priority.

Interpretation of your score:

Items with a priority of **9** should be **top** of your list to focus on.
Items with a priority of **6** are your **second** priority.
Items with a priority of **4** can be **looked at** but probably aren't a priority.
Items with a priority of **1 or 2** should **not** be **pursued.**