



TWELVE MAVENS

Implementing and Executing your Strategic Plans

Bridging the gap between your ideas and your results

Most entrepreneurs put more thought and focus into their ideas, their visioning and planning but then fall short on the implementation and execution. Most entrepreneurs are better at strategy than execution. They are different skill sets.

You can have great plans but without great execution those plans fail to work. If NASA spent a full day planning their flight to the moon, would they have one meeting with all the astronauts and then put the binder with that plan on a shelf and hope the crew makes it to the moon ...and back?

Most of a flight to the moon deviates from the original plan's exact calculations and the mission is spent recalculating, adjusting and focusing on the main objective. Adjusting to the unforeseen variables is like adjusting to all the unforeseen distractions in your business and your life.

Clarity Of Your Plans

Are you 100% sure everyone on your team clearly UNDERSTANDS what the plans and goals are?

Are you making your plans incredibly clear, focused and memorable?

How are you doing that?

Your plans can be brilliant and clear and focused but the quality of HOW you COMMUNICATE that strategy to everyone at every level will determine your results.

Does EVERYONE understand who is responsible for each of the parts of the plan?

How are you doing that?

A Culture Of Execution

You can have a culture of fun, a competitive culture, a culture of hard work, or any kind of culture you're wanting. Do you have a culture of execution?

How to create a culture of execution:

Observe who meets their deadlines and who doesn't.

Who reaches objectives and who doesn't?

Who has excuses and who gets results?

Have a process for ascending the stars into leadership roles.

A great way to build a culture of execution is for you, the leader, to be an example of effective execution and it flows downward.

Execution comes down to 3 things:

A) The people B) The strategy C) The operations

Do you have the right people to execute the plan?

If your staff was a sports team, would they have the ability to win the world championship, would they be a pretty good team or did you just think, "yeah right"?

Everyone should play some role in designing your operations process.

Bossidy author of the book "Execution" suggests:

- 1) Set realistic goals by first spending time debating your assumptions in the first place
- 2) Set your targets
- 3) Determine the subsequent action plans
- 4) Develop both your short-term and long-term objectives
- 5) Spend time on a contingency plan in case the plan doesn't work
- 6) Have everyone agree on the plan and ensure there is clarity
- 7) Keep everyone accountable regularly

The 4 Disciplines of Execution, by Chris McChesney, Sean Covey and Jim Huling

1) Set a specific #1 Wildly Important Goal (WIG) for the year. Example: from X to Y by a specific date. With every additional goal you set, your attention and energy towards your #1 goal gets diluted and the likeliness of achieving it gets reduced.

2) **Focus on the day to day lead measures and systems** that come BEFORE your desired outcome, and that will lead to achieving your WIG. For example: X hours per day working on _____. Make sure your people have lead measures they have influence over and can have an effect on the WIG. Break up your big plans into smaller bite size action items.

3) **Keep score on a compelling scoreboard**. The way people play a game changes dramatically the moment they start keeping score. Everyone must know where they stand daily, weekly, monthly, quarterly. Have your people help create their scoreboard and working on the things that drive their score upwards.

4) Have a cadence of accountability, a rhythm of **regular, reoccurring team meetings** that focus on the above 3. Daily or weekly 20 minute meetings. Have the longevity to continue holding your people and each other accountable for the long haul, not just for a little while.

Have everyone who is responsible for executing your plans asking themselves these 3 questions every single week:

- 1) Did I meet last week's commitments?
- 2) Did they move the scoreboard?
- 3) What will I commit to this week?

Each week have your people ask:

"What are the 1 or 2 most important things I can do this week that will have the biggest impact on the (clearly communicated and visible) scoreboard?"

Hint: Your team is more likely to commit to their own ideas than the ones that came from management.)

IMPORTANT: Reward your people when they succeed at the execution of your plan.