



“Vision without
execution is
hallucination”

Thomas Edison

Closing the Strategy Execution Gap

“74% of executives admit their strategies are not well translated into concrete actions”

The Economist Intelligence Unit (EIU): a global multi sector survey of 500 senior executives from companies with annual revenues of \$1 billion or more

“The #1 concern of CEOs is faltering strategy execution”

Harvard Business Review



“90% of companies admit they fail to reach strategic goals because they don't implement well”

Harvard Business Review

What is the Strategy Execution Gap?

For many companies there is a clear gap between strategy & planning and execution. Most companies struggle to bridge the gap between strategy design and successful execution. Implementation shortfalls are widespread and corrosive.



What is the Impact of the Strategy Execution Gap?

Many organisations spend hundreds of thousands of dollars – sometimes millions – on expensive consultants and strategists to devise expansive, comprehensive strategies only for them to be shelved.

Having a clear and compelling strategy or knowing where you want your business to be in a year or two or ten is great, but it's worthless if you can't bring it to life.



What is it that prevents organisations from bringing strategy to life?

Why is it so hard?

The Sidecar team has worked across many businesses from start-ups to turnarounds, major corporates to SMEs. In developing and executing successful strategies ourselves, we are experienced in turning strategy into successfully executed plans. Working with other companies and CEOs we have identified the key factors that prevent many organisations from converting their vision and strategy into results.

The 5 Factors that prevent Strategy Execution

FAILING TO PIVOT

Failing to continuously evolve the strategy alongside the execution plan

Things change quickly – without speed of execution, strategy can lose relevance before it's implemented. Good strategies are designed to be agile and pivot constantly.

COMMUNICATION & COHESION WEAKNESSES

Poor engagement and misaligned targets

It's impossible to implement a strategy that people either don't know about or don't understand. Do the right people have the right information at the right time? Poor cohesion is the fastest path to execution failure.

LACK OF FOCUS

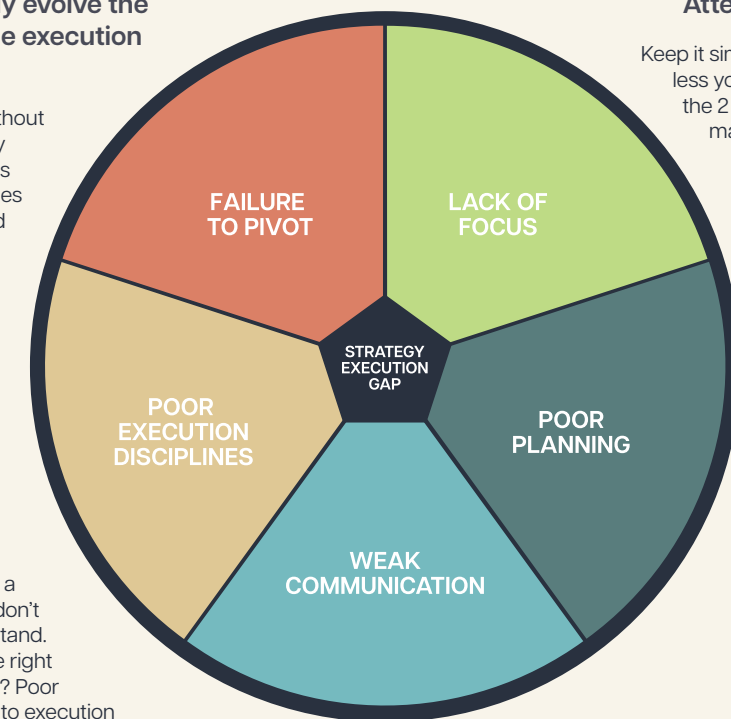
Attempting to boil the ocean

Keep it simple. The more you try to do, the less you actually accomplish. Focus on the 2 to 3 critical objectives that really matter instead of trying to improve everything at once.

POOR PLANNING

Failing to plan is planning to fail

Failing to start with the end in mind and failing to break the execution plan into manageable chunks. Or just not knowing where to start.



POOR EXECUTION DISCIPLINES

Failure to establish a strong management framework

Failing to specify roles, responsibilities, accountabilities and authorities from the outset. Failure to decipher the "urgent and important" from noise and clutter. Absence of regular reflection and laser-like focus on key objectives.

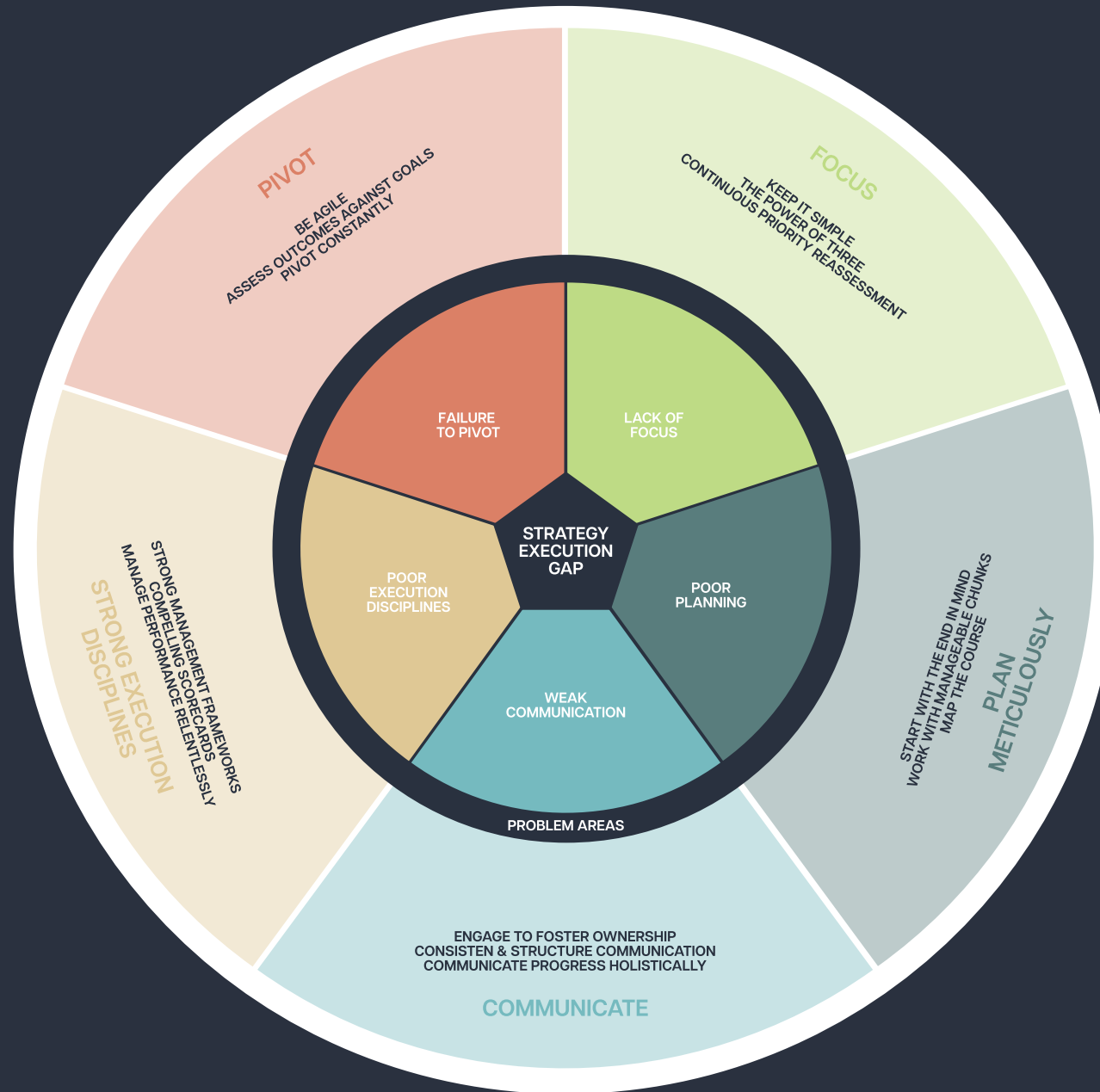
The Strategy Execution Gap Framework

14%
more time
spent by high performing teams
measuring against strategic
goals & adjusting in response*

PIVOT

Good strategies are designed to be agile and pivot constantly.

Constantly assess goals against execution outcomes and adjust.



FOCUS

Keep it simple.

Identify and focus on the top 3 critical goals that really matter instead of trying to boil the ocean and improve everything at once.

74%
of executives
say their organisation's strategy
asks employees to focus on too
many priorities*

90%
of strategic
plans are never fully
implemented*

CREATE STRONG EXECUTION DISCIPLINES

Clearly define roles, responsibilities and key accountabilities.

Prioritise intelligently, focusing on the important ahead of the purely urgent – ensuring laser-like focus is maintained.

Create strong management frameworks that drive execution cadence and accountability.

Measure performance diligently – focusing on outcomes over activity. Keep a compelling scorecard and manage to it relentlessly.

PLAN METICULOUSLY

Starting with the end in mind, break the execution plans into manageable chunks.

All actions are not created equal – some have more impact than others, so focus on the actions that give you maximum leverage in achieving the critical goals.

74%
of executives
admit that their strategies are
not well translated into concrete
actions*

95%
of employees
are unaware of or don't
understand their organisation's
strategy at all*

COMMUNICATE

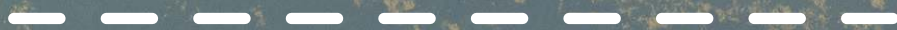
Never underestimate the power of communication.

Ensure the entire organisation understands the strategy, and how it impacts them and their work.

Share everything, especially key objectives, timelines, roles and responsibilities. Make progress visible to everyone.

“Vision without execution is hallucination”

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Sidecar specialises in closing the execution gap

See how they've succeeded:

<https://gosidecar.com.au/case-studies/>

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