

STRATEGIC SPEED

MOBILIZE PEOPLE, ACCELERATE EXECUTION

Speed is everything in today's 'Open Source' era. An organization's ability to respond quickly and innovatively to market changes is critical to its success. Enabling your workforce to accelerate successful execution of projects and initiatives will transform your business.



The Speed Challenges in Our Business World

MOBILIZING GROUPS OF PEOPLE TO



Innovate Faster

Speed to market with new ideas, services, and products



Sustain Growth

Maintaining organizational speed in an increasingly complex business environment



Stay Ahead of the Competition

Speed of response to changing market conditions and evolving customer needs



Find and Develop New Markets

Speed of finding and testing and exploiting new sources of value



Deal with Longer and Tougher Sales Cycles

Optimizing speed while developing effective client relationships



Develop Sources of Differentiated Value

Recognizing speed as a source of differentiated value

We know that speed makes a difference.

STRATEGIC SPEED RESEARCH¹



18 case studies reviewed



>500 books and articles reviewed

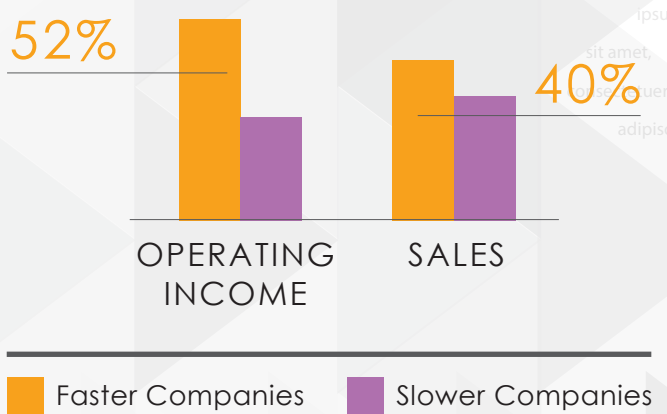


343 leaders surveyed

"Speed of execution is critical to our ability to sustain our business."

ALMOST 90% AGREE

3-YEAR AVERAGE GROWTH RATES



¹The Forum Corporation and Economist Intelligence Unit Global Speed Survey, 2010

What we learned from our research

PAY ATTENTION TO THE THREE PEOPLE FACTORS

Implementing change or strategy requires people who are focused, committed, engaged, involved, and flexible.



Clarity

Create **clarity** by encouraging open dialog, giving regular feedback, and linking to the strategy. Intentionally monitor the level of clarity and take action to sustain focus.

Create Meaning



Unity

Increase **unity** by building collaborative relationships and networks – within and across teams – that are focused on delivery the strategy. Engage teams around the strategy.

Build Commitment



Agility

Foster **agility** by encouraging team members to experiment and innovate. Build capability to evaluate options and manage risk.

Encourage Adaptability

Speed is hard to get

Speed is about the people

Leaders drive speed

FOUR LEADERSHIP PRACTICES MAKE THE DIFFERENCE:

Faster Companies Slower Companies

AFFIRMING STRATEGIES

The first step in driving speed is to ensure all people in the organization know where they're going and are motivated to get there.

72%
27%

DRIVING INITIATIVES

Leaders need to demonstrate active commitment and not a passive sponsorship.

61%
21%

MANAGING CLIMATE

Changing the climate in positive ways will boost employees' motivation, improve their performance, and increase speed.

57%
29%

CULTIVATING EXPERIENCE

Cultivate the experience of employees and colleagues, and use it to drive results. Experience is at the front line in an ever-changing world.

66%
33%

HOW CAN YOU ACHIEVE STRATEGIC SPEED WITH YOUR BUSINESS?



FIND OUT MORE

Accelerating Strategic Initiatives is just one of the 50+ courses [AchieveForum Alliance](#) members have unrestricted access to.

Alliance members also benefit from in-person and virtual instructor-led events, peer networks, a new digital coaching tool, and much more.

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