

The Strategy Execution Process

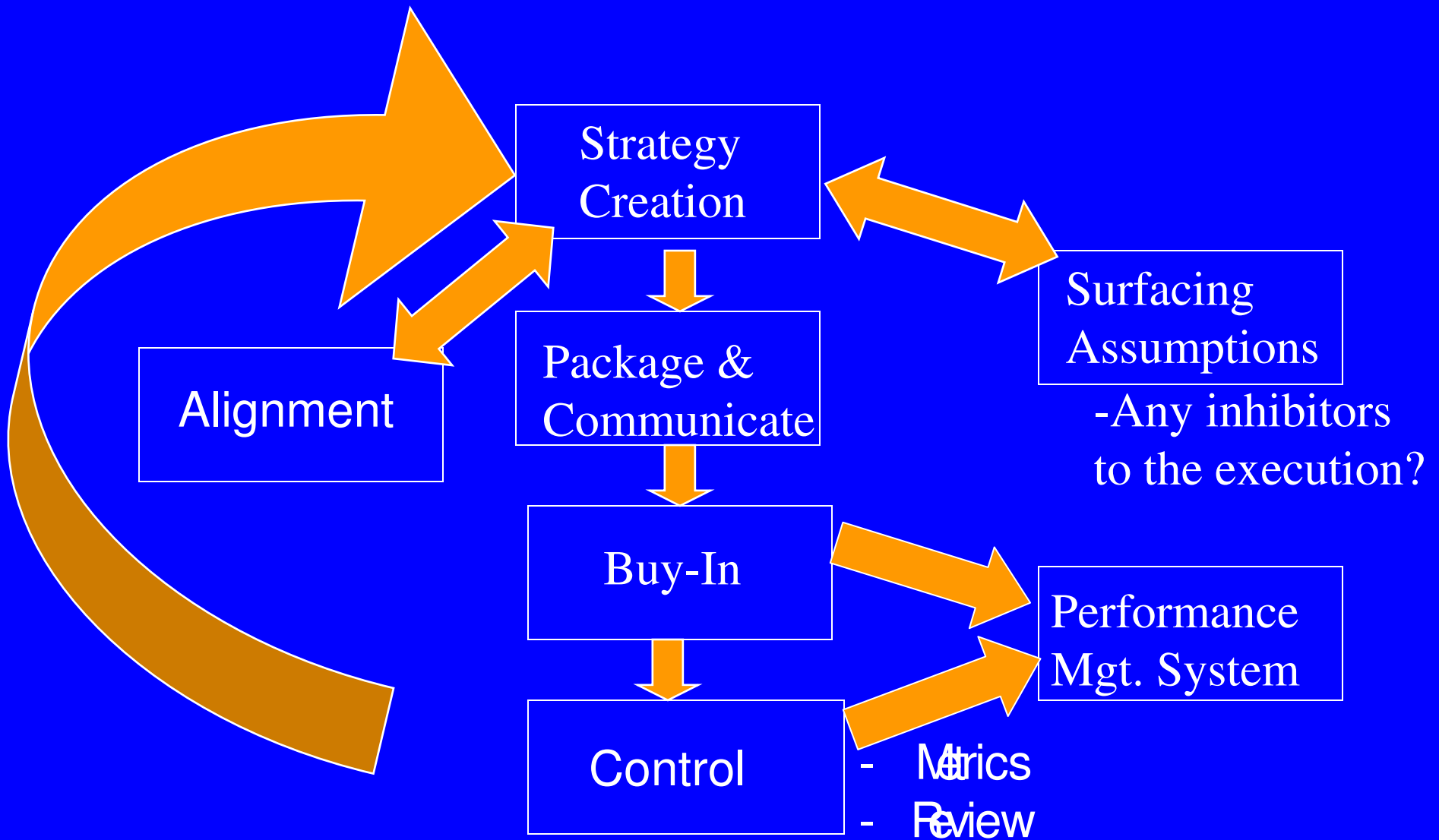


Figure 1A

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Strategy Execution Process

(The Buy-In and Control Processes in More Detail)

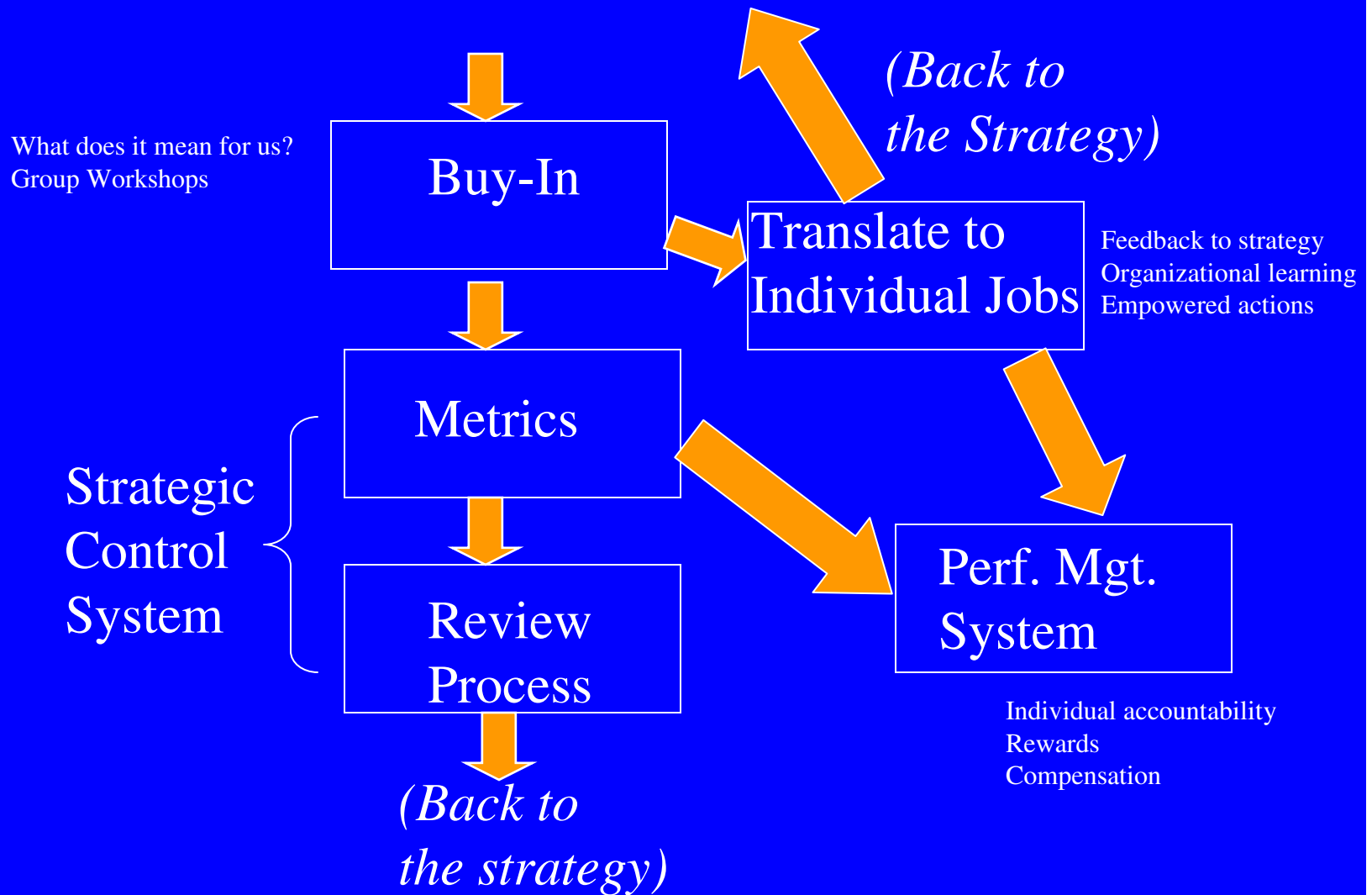
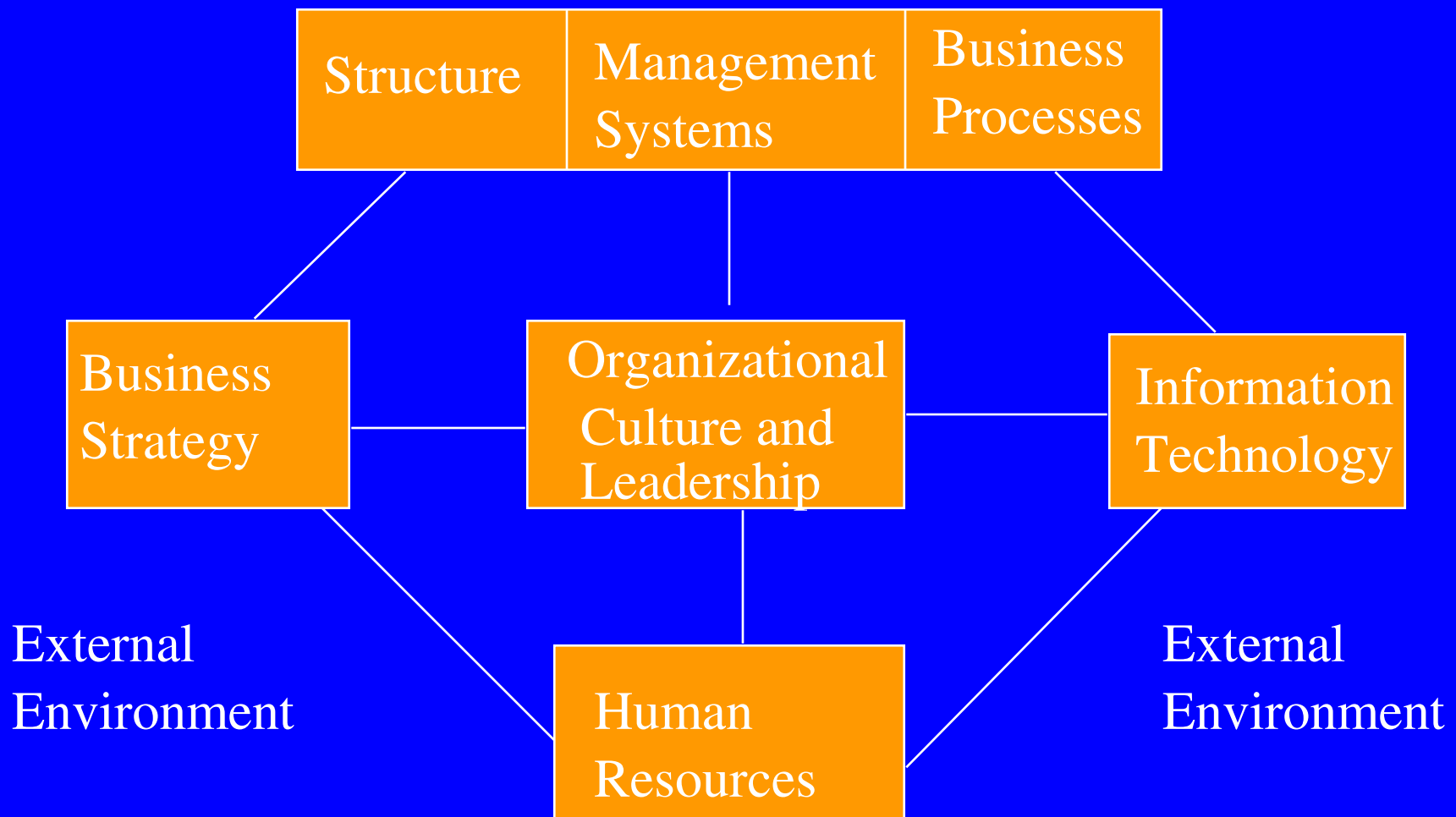


Figure 2

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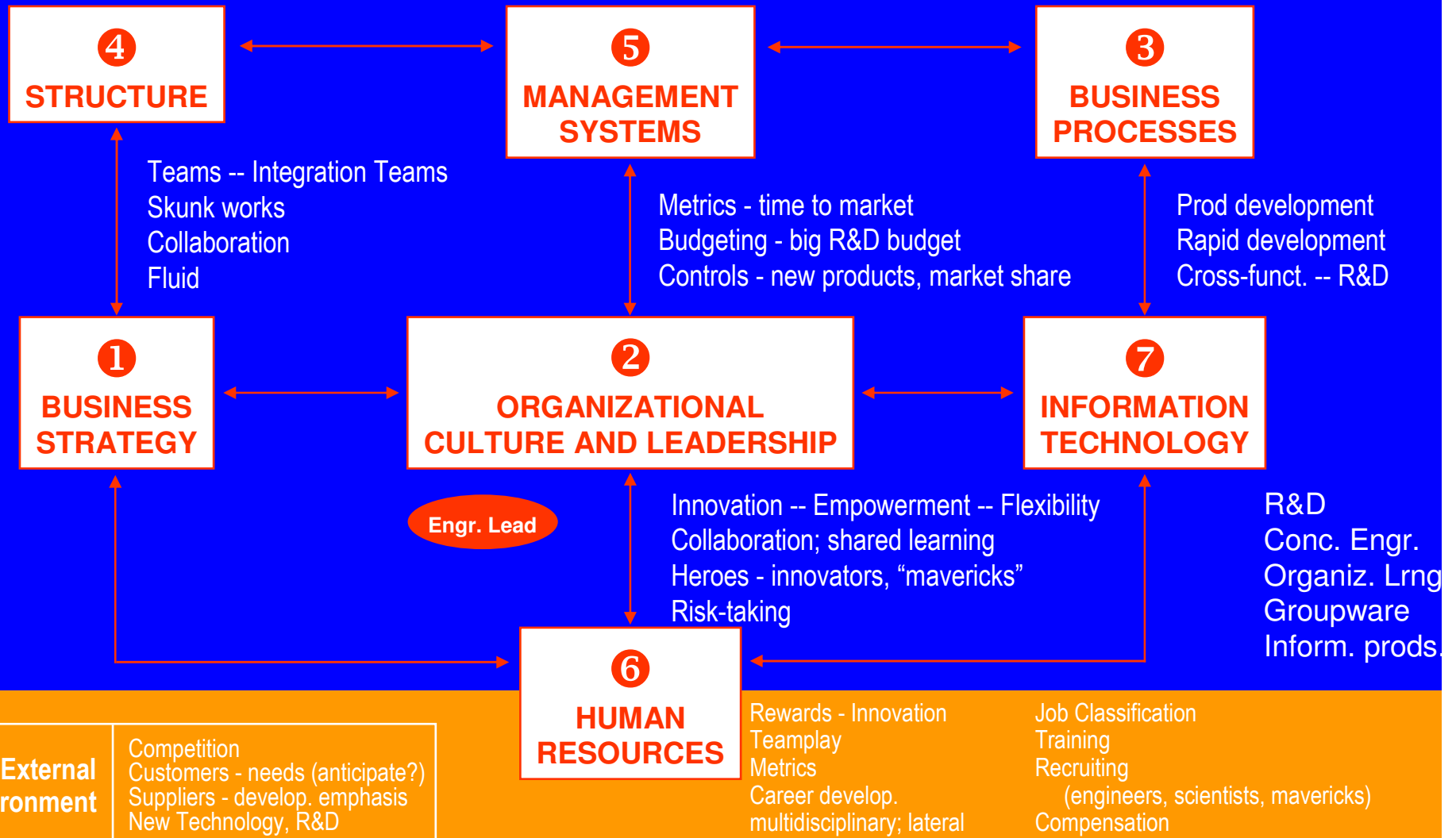
A “Whole Systems” View of Strategic Change



Product Leadership

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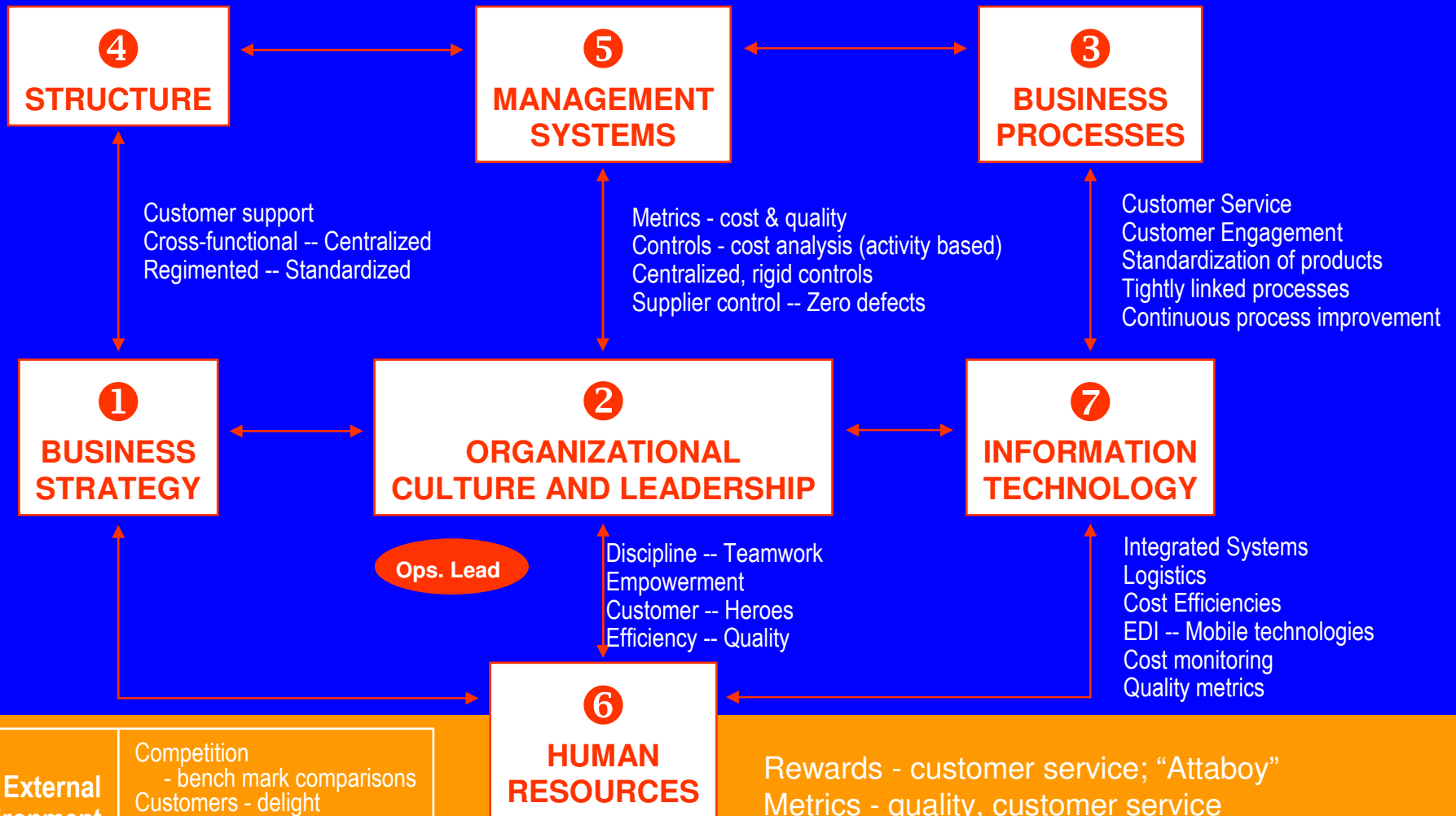
Figure 3



Operational Excellence

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Figure 4



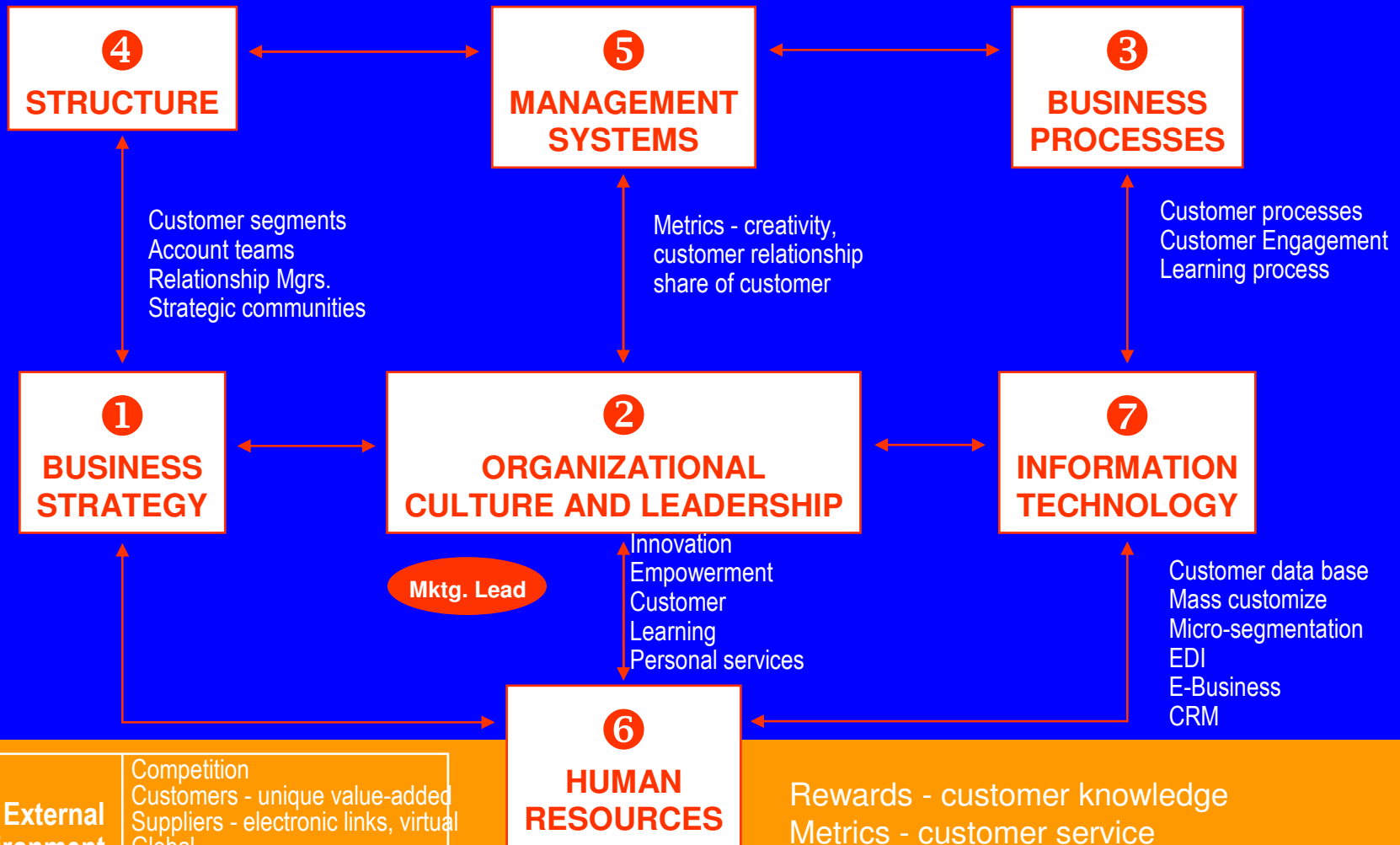
External Environment	Competition - bench mark comparisons Customers - delight Suppliers - tightly coupled New systems, new processes
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Rewards - customer service; "Attaboy"
 Metrics - quality, customer service
 Training - attitude & skills
 Recruiting - team players

Customer Intimacy

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Figure 5



External Environment	Competition Customers - unique value-added Suppliers - electronic links, virtual Global
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Rewards - customer knowledge
 Metrics - customer service
 Training - consultative
 Recruiting - sales people, relation managers

Figure 6

Market Segmentation Cube

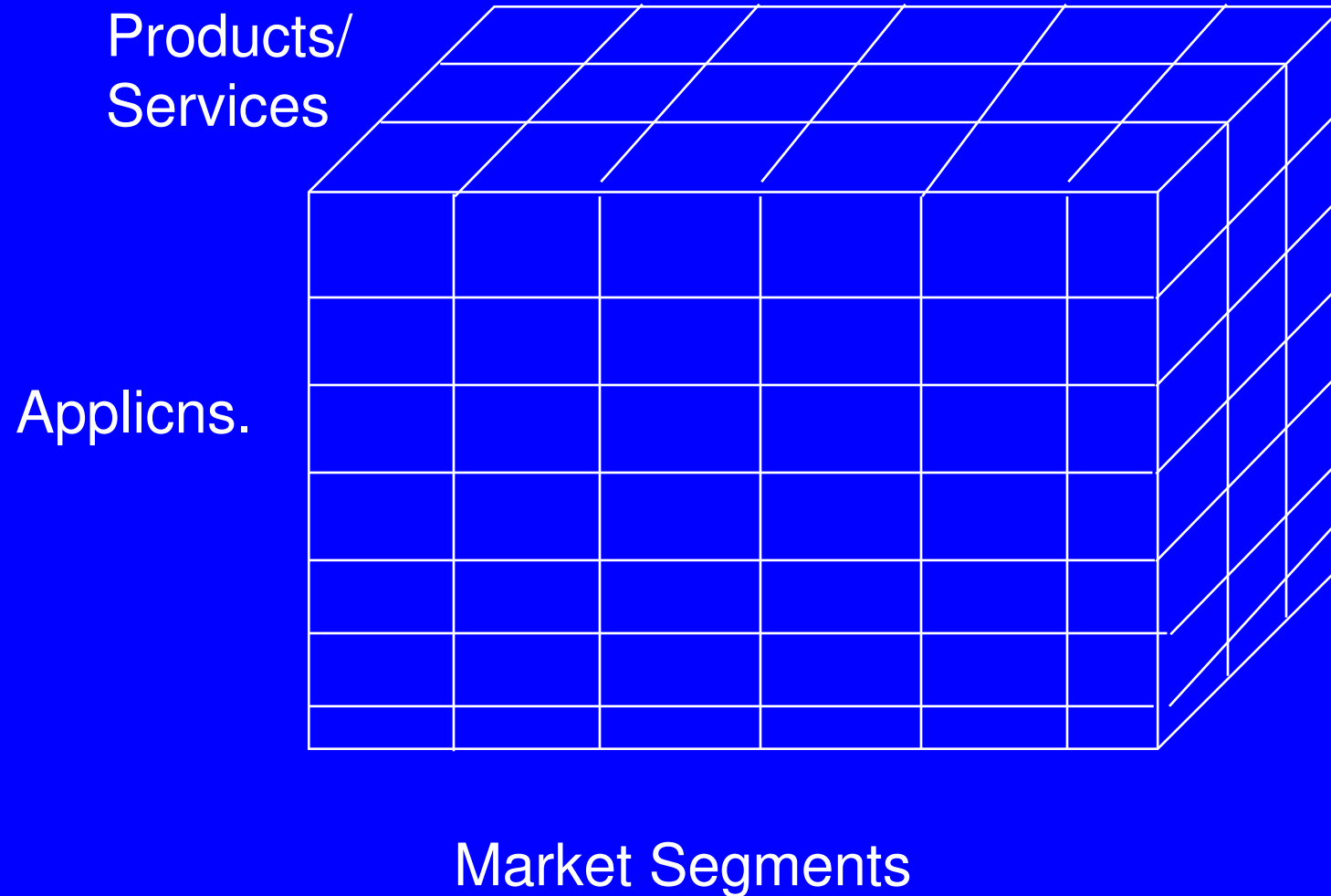


Figure 7

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Combining Strategy Execution & Change Management

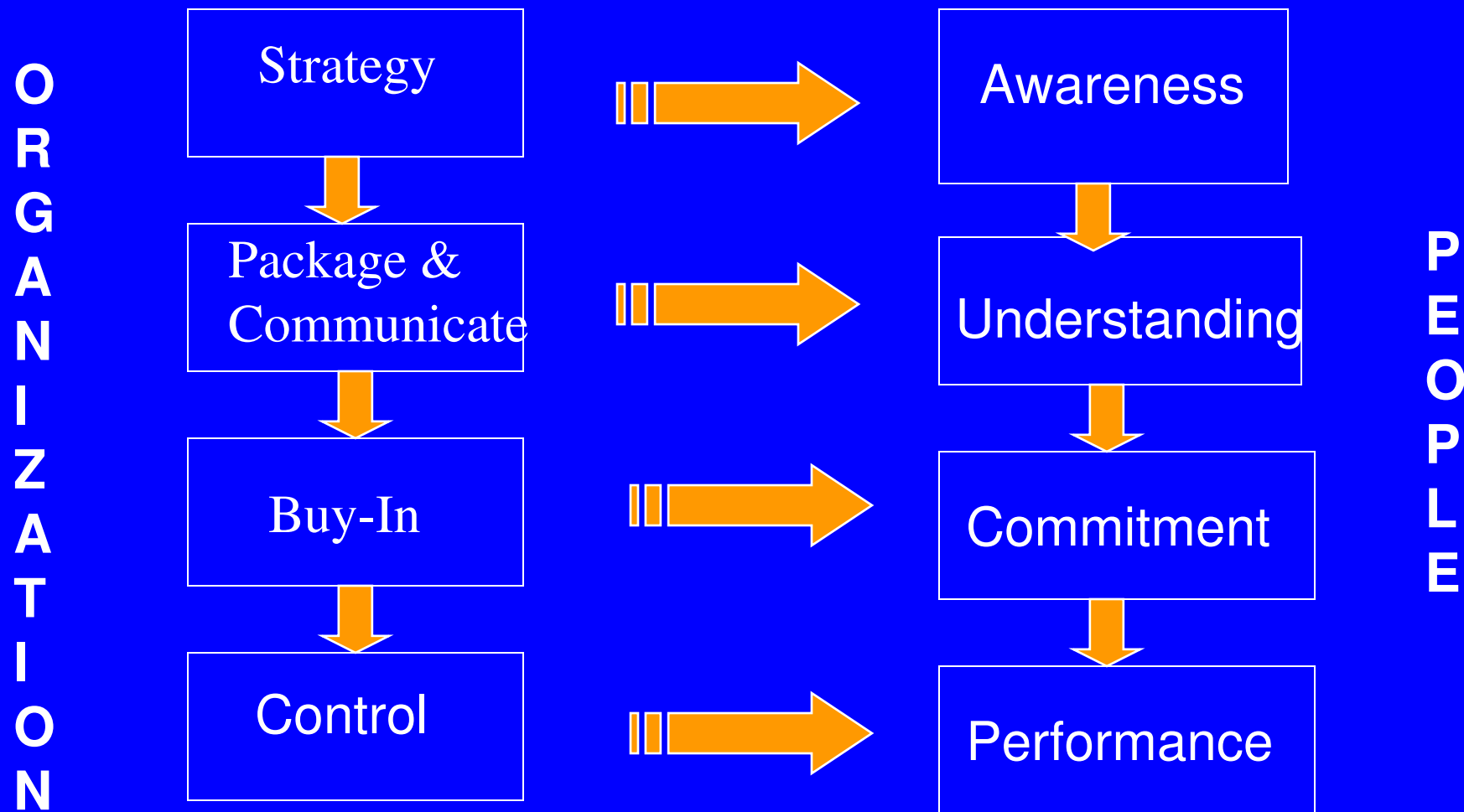


Figure 8

Opportunity and Attention

Systems to Expand
Opportunity-seeking
and Learning

Systems to
Focus Search
and Attention

Strategy

Systems to
Frame
Strategic Domain

Systems to
Formulate and
Implement
Business Strategy

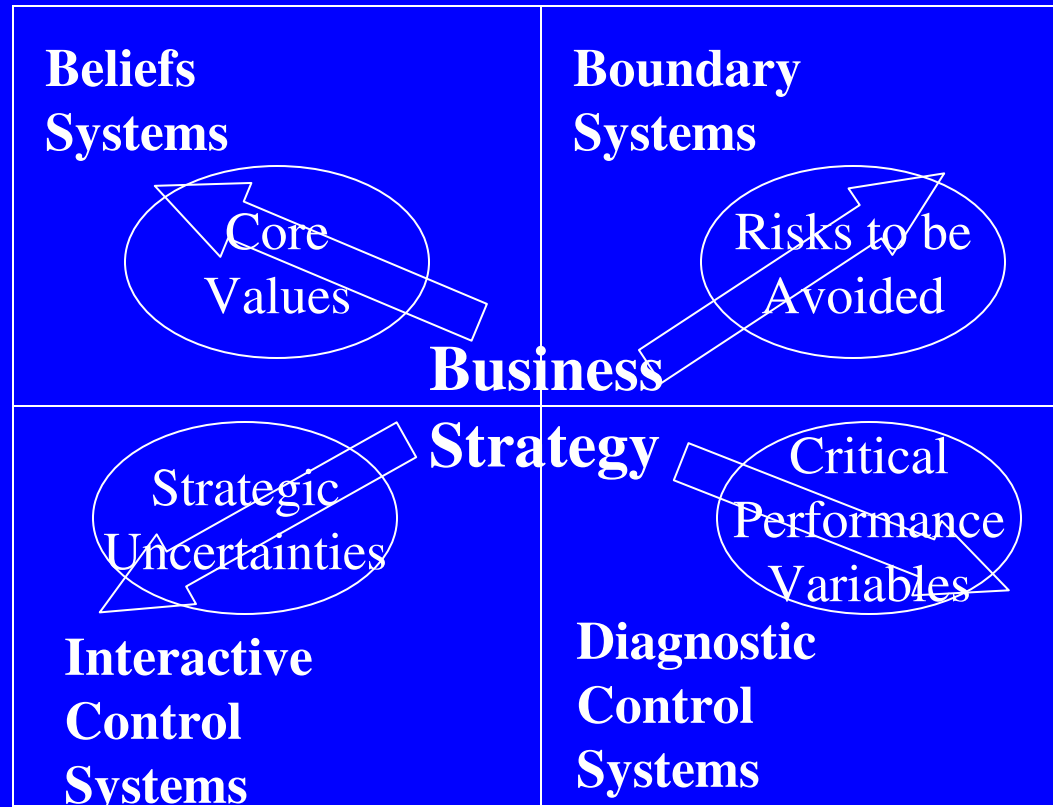


Figure 9

Measuring Performance and Monitoring Progress (Source: Abell)

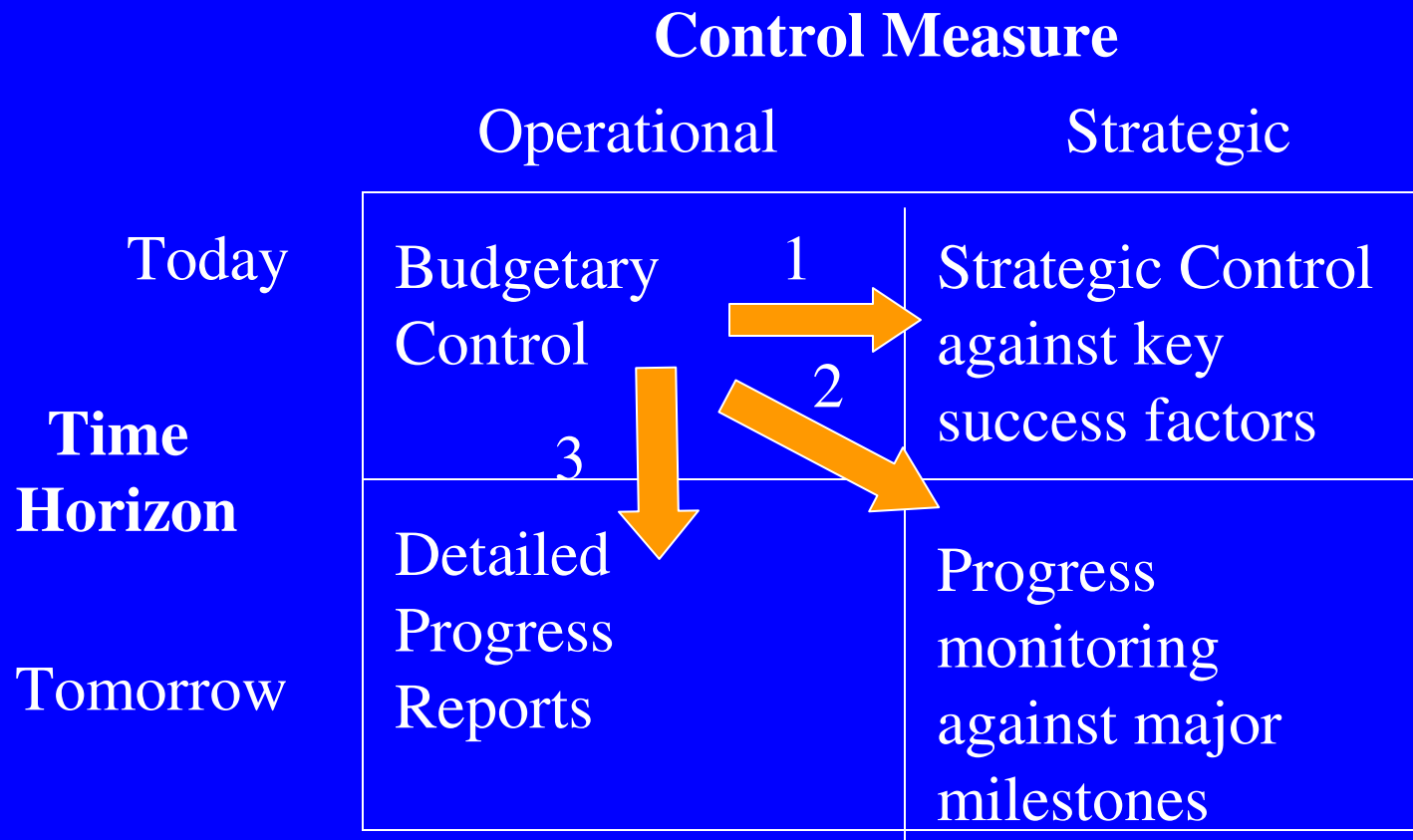


Figure 10

Parenting Styles

(Source: Goold, Campbell, Alexander)

