

WINNING STRATEGIES

Why?

It is generally accepted wisdom that any major change should be supported by good reasons as to why the change is needed, some clear overall goals and a well-defined path to achieve these goals. However, sometimes the most obvious challenges and steps are forgotten in the process of developing a strategy.

It is therefore wise to conduct an independent review of the robustness of a strategic change initiative before committing to the implementation programme.

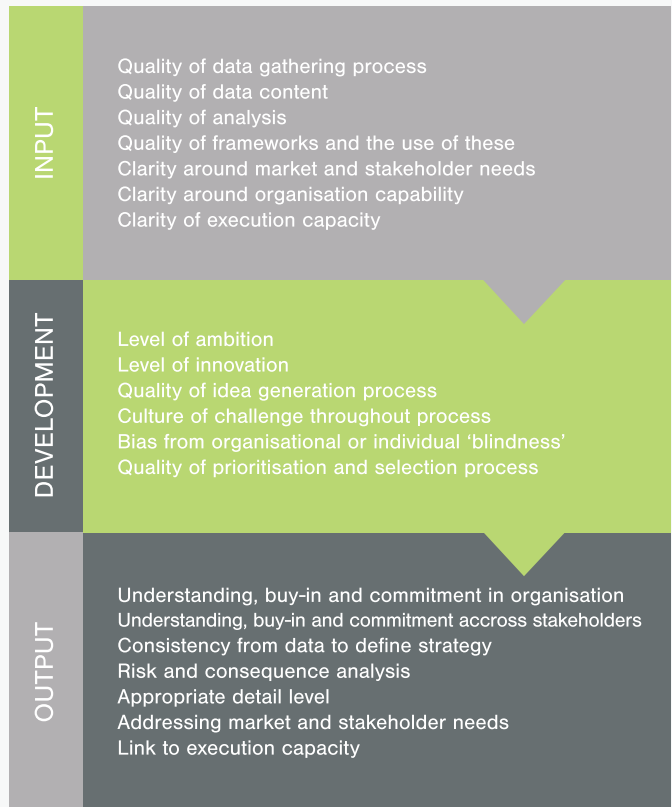
Measuring robustness of strategy

JBBI look at strategy from a number of angles when we review the robustness of an organisation's change strategy.

A full review will firstly consider the quality of input data being used and how it has been gathered and analysed.

Secondly it will look at the development of the strategy itself including fundamental questions such as: Why are we doing this? Are we being ambitious enough? How innovative have we been in the process of developing our strategy? Have we considered various scenarios of how the market could evolve and how the competitors may respond? Did we have a healthy challenge process during the strategy development? Etc.

Thirdly the review will consider the quality of the output of the process. Is it a coherent clear strategy that addresses the needs of the customers and stakeholders? Did the process engage the organisation and build buy-in and commitment? Does everyone know their role and how they can contribute to the success of the organisation?



Implementing strategy

Translating strategy into practical actions and new behaviours is critical.

JBBI typically gets involved in strategic implementation programmes where change in operating model, culture, behaviours and mindset are key to a successful change.

These are situations where the programmes are no longer linear, simple sequences of events, but essentially a question of challenging and raising leadership abilities to manage complexity and role model the behaviours now required to reach their aspirations.