



Leading Strategy Execution: How to Engage Employees and Implement Your Strategies

Suresh Mistry, Christine Antunes, Christophe Korda, Philippe Korda

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Leading Strategy Execution demonstrates to senior executives ways in which they can successfully enthuse their employees so that they willingly implement essential company strategies. Having a good strategy isn't enough to guarantee a company's success - executives and managers need to ensure that their strategies are implemented correctly throughout the company, and that all staff are on board.

The book is divided into three sections:

1. Energy of Engagement: This section demonstrates how to engage and energise your employees so that they really want to implement your strategy, and so that they accept their role and contribution towards making the strategy a success.

2. Energy of Change: This section illustrates ways in which executives can persuade employees to alter their habits, which may have been reinforced over a number of years by business processes and systems. Managers will learn how to give staff the exact skills and confidence needed to apply the new ways of thinking that are required to turn today's new strategy into tomorrow's business culture.

3. Energy of Management: This section reveals to executives how to energise and employ the middle managers within the business. This book will explain how to ensure that the middle managers are focused on the execution of crucial company strategies, so that they become ambassadors of change rather than instruments of inertia.

Including tools, 'how to' checklists and real life examples, Leading Strategy Execution is an accessible title for busy executives, which takes a practical and light approach to the topic of strategy execution through employee engagement.

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