



STRATEGY **ACTIVATION**

IN 9 STEPS

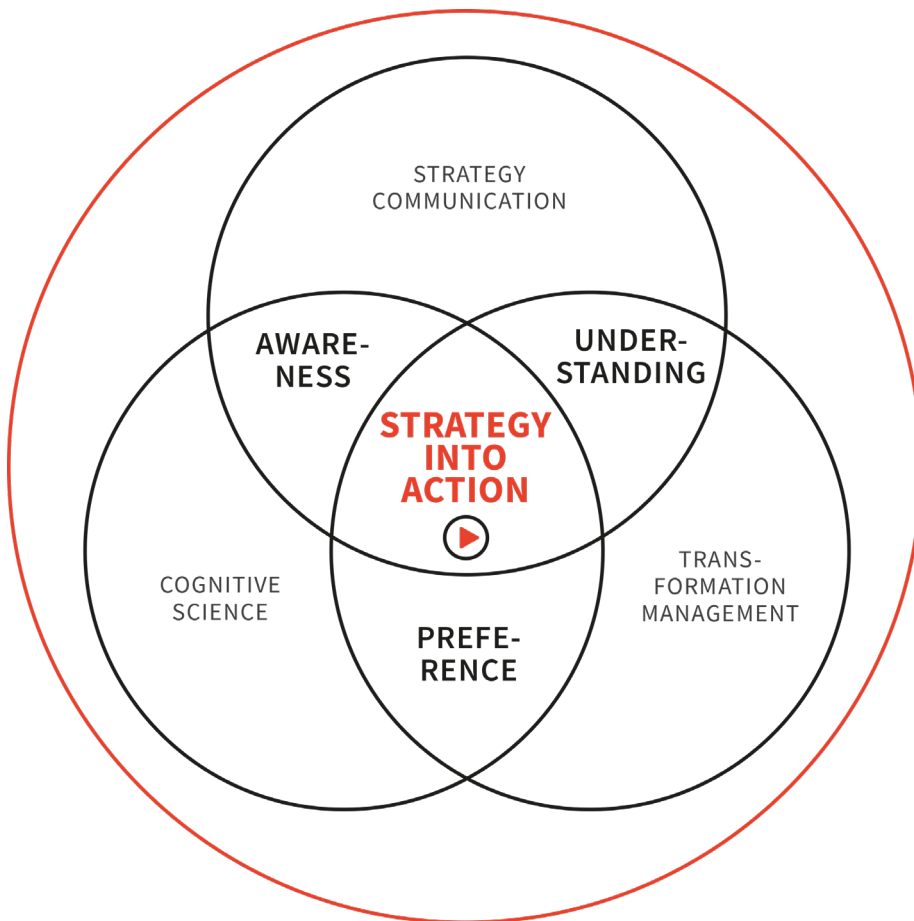
TATIN INSTITUTE
FOR STRATEGY ACTIVATION

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We bring Strategy into Activation

Everyone nowadays talks about „strategy“... corporate strategies, sales strategies, transformation strategies or digital strategies, and many, many more. However different all these strategies might be, they have one thing in common: As long as brilliant and valuable ideas are only captured on PowerPoint charts, even the best ideas won't be able to unleash their full potential. Therefore strategy activation isn't everything, but any strategy will amount to nothing if it isn't activated.

As experts in strategy activation, we believe that the value of any strategy is measured not only by its quantitative goals, but also by the number of followers: The more people you can convince that your strategy will work, the more valuable it will be.



Strategy Activation in 9 Steps

3/4 of strategies don't live up to expectations, and 25% fail completely. A current study by McKinsey shows that 80% of the reasons why people are unsuccessful in implementing strategies can be explained in socio-dynamic terms. For many years now, TATIN Institute has specialized in strategy activation.

You have a goal that's so valuable that you dearly want to achieve it: for example, a new corporate strategy, a new mindset in Sales, digital transformation, a new positioning, or a new agile culture in middle management. This is how such goals can be accomplished:

Step	Description	Examples & methods
01	In order to more rapidly and comprehensively achieve this goal, you need other people who will pull their weight and think creatively.	Executives, employees, partners, suppliers, customers
02	In order to identify key people with the greatest leverage along with hurdles that might make it harder to achieve this goal, you have to analyze the entire value chain that forms part of your strategy.	Strategy value chain analysis; key stakeholder analysis
03	You bring together representatives of these key people to form a team which crosses departments and hierarchies. You jointly create clarity with regard to the strategic objectives: on the larger scale by contextualizing the strategy (why, how and what), and in detail by identifying those moments in everyday working life that offer the biggest levers if one is to be successful in the future.	Coalition of growth; corporate clarity; strategy heatmap; big picture development; "moments that matter"
04	You've now created the basis to establish a tailor-made activation program which functions as an engine and accelerator for your goals. By setting clear targets you consistently direct the attention of people in your organization towards what needs to be done in the future: How can we more rapidly achieve our goals?	Analysis of activation barriers/ levers and organizational biases; activation design
05	Using predefined milestones and intermediate goals, you work in small teams whose composition is determined by the respective task rather than departmental boundaries. These teams come together at regular intervals to discuss the progress they've made.	Objectives & key results (OKR); agile sprints; controlled experiments
06	By using digital processes you also make the goals and outcomes of these teams accessible to all the organizational units that are affected. In this way, the teams' work is constantly monitored, commented upon, and improved.	Blended activation; user-generated design; activation pulse checks
07	Thus minimum viable solutions very quickly emerge throughout the value chain: they function as prototypes, are tested by the organization in controlled experiments, and are constantly developed further.	Rapid prototyping; MVP
08	By working together on the prototypes, everyone involved recognizes at an early stage whether they're still on course. Course corrections are discussed and implemented.	Rapid facilitation; blended activation
09	You set new goals because the old ones have been achieved much faster than you would ever have thought possible.	Fun because it's been successful!

WOULD YOU LIKE TO LEARN MORE?

GET TO KNOW OUR APPROACH THROUGH A PERSONAL DIALOGUE!

ROBERT WRESCHNIOK
CEO AT TATIN INSTITUTE

Robert Wreschniok conducts research and offers in-depth expertise in the areas of strategy activation and agile leadership. He supports for more than 18 years leading international companies and 'hidden champions' amongst SMEs in developing, communicating and activating their corporate strategy. He also chairs the Cluster for Innovation and Digital Transformation (CIDT).

In recent years he has specialized in matters relating to the visualization of strategy and strategy design. He has been a member of the Design Strategy Board (Basel) since 2015. As a co-founder of the Future of Leadership Initiative (FLI), he established already in 2013 one of today's foremost networks which unites different industries and generations with the common goal of embracing the challenges and opportunities posed by digital transformation.




Robert is a frequent lecturer at conferences and author of numerous articles and books on strategy and transformation, including "Der ganz normale Change Wahnsinn", "Reputation Capital: Building and Maintaining Trust in the 21st Century" and "Change 2.0: Beyond Organizational Transformation".



Further Information strategyactivation.com



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