



Strategy Execution Simulation



The **Strategy Execution Simulation** is designed to support functional and mid-level leaders in translating and executing strategy. The simulation highlights the challenges of translating strategy into clear direction, and in managing people and processes to successfully execute and achieve business results. Strategy Execution helps participants learn from experience how managing through the lenses of strategy, people and process can drive the execution of strategic priorities.

The key learning points of the Strategy Execution Simulation include:

- Successful leadership at any level begins with an understanding of the strategic direction of the business, how it translates to your area of responsibility, and what it means for those you lead. Participants learn that strategies typically fail not because they are poorly conceived, but because they are poorly understood and executed.
- The execution of strategic priorities requires vertical and horizontal alignment. Vertical alignment requires understanding your organization's strategic objectives and how you contribute to them. Horizontal alignment involves managing and collaborating with stakeholders across the matrix to achieve your goals and priorities.
- Aligning your action, priorities and communication with broader organizational goals is critical in achieving long-term business success.
- Organizational capabilities determine success in achieving your strategic goals. Leaders are responsible for identifying, assessing and developing the organizational capabilities needed to execute strategies.

Simulation Dynamics and Activities

Participants, working in teams, step into the role of the Leader of the Customer Delivery Group of HealthSmart, a health information and services business. As the leader of the Customer Delivery Group, simulation teams manage two departments including a call center and product development team.

Simulation teams make product development, operational and organizational decisions over three financial quarters to deliver strategic goals. The product development responsibilities require teams to make critical strategic alignment choices. During the three business quarters, HealthSmart stakeholders – direct reports, cross-organizational peers, and senior management – share perspectives and introduce a wide range of issues that must be considered and resolved to achieve the Customer Delivery Group's goals.

Simulation Decisions

Participants make several quarterly operating decisions including:

- Review and selection of strategic initiatives that drive product and service innovation, and subsequently customer satisfaction.
- Selection and tracking of Key Performance Indicators used to align the organization, measure performance, and drive accountability.
- Development of organizational capabilities through training, coaching, and project assignments as well as investment in process improvements.
- Allocation of time as the leader of the Customer Delivery Group.
- Communication to organizational stakeholders.

To learn more about the **Strategy Execution Simulation** or to schedule a simulation demonstration, contact info@insight-experience.com.



Organizational Issues

In addition to making recurring quarterly decisions, participants are asked to address and resolve unique organizational issues. The issues are designed to highlight and reinforce specific learning objectives and can be easily customized for client needs. Examples include:

- Responding to a change in strategic direction: How do you respond to a new strategic direction? What are the implications for your work and your people?
- Reconciling competing priorities: How do you manage priorities competing for organizational attention and resources?
- Driving accountability: How do you hold your team – including direct reports and dotted-line stakeholders – accountable to commitments to ensure the execution of priorities and initiatives?
- Connecting the dots: How do you help employees understand how their work supports and contributes to the strategic priorities of the business?

Facilitated Exercises

Facilitated exercises are used to provide practice on specific interpersonal skills. These can include role plays, presentations, or negotiation exercises. The exercises are integrated with and augment the simulation decisions and organizational issues described earlier: they help turn theory and concepts into real, practical skills that can be applied by participants at work.

Simulation performance is based on how well participants manage and respond to all three activities: the simulation decisions, organizational issues and facilitated exercises.

Application

The Strategy Execution simulation is relevant to mid-level and functional leaders as well as project professionals at all levels. The simulation can be easily and cost-effectively tailored to meet specific client needs.

The simulation can be delivered as an independent exercise or integrated fully with other program content in a longer learning experience; it is often conducted as part of a two to three day workshop. Strategy Execution requires 9-12 hours of simulation time to conduct; however, it can be customized to the time available to address specific learning objectives.

Contact
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