



# Leading Strategy Execution

*Richard McKnight*

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## **Leading Strategy Execution** Richard McKnight

Far more than half of the strategic plans created every year fail to deliver the results expected from them. This book will tell you how to beat those odds whether your plan is modest or sweeping in scope. The Holy Grail of strategy execution is getting everyone in the organization to understand, feel enthusiastic about, and take action in alignment with the company's strategy. Most leaders know that when people comprehend the big picture, they make better decisions concerning their own piece of the action. This book will tell you how to accomplish all of this. It will be useful to anyone who has responsibility for turning an organizational vision into a reality, whether as the head of a large, complex corporation or as a manager at the middle-level. Drawing on examples of strategy execution efforts that aligned senior teams, fully engaged employees, and matched organizational capabilities to strategy, this book provides down-to-earth guidance in how to do the work of strategy execution.

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