

REALIZE™Linking **Strategy**
with **Execution**

Strategy Implementation Certification Workshop

LEADING TO MANAGEMENT CONSULTING INSTITUTE
LEVEL 3 CERTIFICATION

▶ INTRODUCTION

The relentless forces of changing customer needs, globalization, cost containment, deregulation, and technological change, combined with the drive for sustainable profitable growth require companies to continually rethink their business strategies. More than 70% of these new strategies are poorly implemented and have not been realized.



This course is about techniques and methodologies for improving the success rate of realizing the goals of a company's newly formulated strategy. It is not about strategy formulation nor about strategy execution but the link (perhaps the missing link) between the two. This course is about developing the optimal design for executing and realizing that strategy using the **REALIZE™** Strategy Execution Methodology.

The course will combine learning in the classroom, case studies, readings and implementation simulations.

▶ TARGET AUDIENCE

The **LEVEL 3 certification programme** is designed for senior leadership, managers and project leaders who need a structured methodology in executing their strategy and driving organizational change.

▶ DURATION

3 days

▶ REALIZE™ FRAMEWORK

REALIZE™ is a proprietary framework and methodology for designing a strategy execution and implementation plan.



REALIZE™ is an acronym for specific business elements key for ensuring a successful implementation.



▶ OUTCOMES

At the end of the workshop, participants would be able to:

- R** Critic and evaluate the robustness of a strategy and use the framework and process for implementing their strategy
- E** Identify enablers, triggers and barriers for change and assess organizational readiness for change
- A** Classify key elements for implementation strategy and organization
- L** Coach leadership to "walk-the-talk" and communicate effectively in difficult situations
- I** Develop a make, collaborate or buy capabilities acquisition strategy
- Z** Select activities that could be used as quick wins
- E** Align individual actions to strategy

Practice the frameworks, tools and methodologies used by Management Consultants in approaching the implementation design challenge.



▶ COURSE CONTENT

DAY 1

ROBUST STRATEGY

- Challenges of Implementation
- Strategy Realization Framework
- REALIZE Strategy Execution Methodology
- What is Strategy?

ENABLERS FOR CHANGE

- Impact of resistance on change efforts
- Unwritten rules of the game
- Review "Heart of Change"

APPROACH FOR CHANGE

- Understanding the need for speed, conform and buy-in for the strategy
- Selecting to Flying Solo, Long March or Big Bang

DAY 2

LEADING THE CHANGE

- Coaching leadership
- Productive conversations

INDIVIDUAL AND TEAM COMPETENCIES

- Developing high performance teams
- Defining competencies and Capabilities plan for the new strategy

MAINTAINING ZEAL

- Elements of a communication plan
- Quick Wins

ENSURE ACCOUNTABILITY

- Balance score cards

DAY 3

CERTIFICATION WORKSHOP

Revise key concepts, familiarize with the exam format, and prepare for MCI Level 3 exam.

MCI LEVEL 3 EXAMINATION

Take the two-hour online exam, comprising of 100 multiple choice questions

(Please bring own laptop).



▶ WHY MCI?

- An end-to-end structured approach to strategy implementation—from identifying the strategy robustness to ensuring accountability and responsibility for initiatives.
- A robust, comprehensive and practical methodology designed by consultants for consultants, taught at universities at the MBA/ DBA level.
- Globally-recognized certification and pathway to professionalism in Management Consulting.

▶ MCI CERTIFICATION PATHWAY



The methodology taught in the MCI Level 3 certification workshop applies to Level 4 certification, which is an action project that builds on the learnings of Level 3.

▶ INHOUSE TRAINING AVAILABLE

Engage your cross functional teams to solve complex organisational or business issues. **CHAT WITH US**



Management
Consulting
Institute

CERTIFICATION AWARDED BY MCI

The Management Consulting Institute (MCI) is a global non-profit organization founded by a group of industry professionals and management consultants from around the world. Our mission is to contribute to excellence in the management consulting field by promoting standards and connecting experts and practitioners in a professional community.

www.mcinstitute.org

PROGRAMME DELIVERED BY CLARUS CONSULTING

The vision of Clarus Consulting Sdn Bhd (1233574-V) is to enable leaders to discover and articulate their value proposition globally, offering programmes that influence mindsets and behaviours—driving innovation and cultural transformation in organisations. Clarus is a certified training provider of MCI and the Global Innovation Management Institute (GIMI), and registered HRDF provider in Malaysia.

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