Fulcrum Point

Workshop outline · Leading people

Driving Execution and Accountability.

Turn a strategy into action that holds. Leaders learn the concrete steps of execution, from the situation analysis to the communication that keeps a team aligned.

For

Individuals and teams who need better execution and alignment to deliver on their targets, and the managers who lead them.

Format

Two days. In person or live virtual.

What it is for.

A strategy is a plan, and most plans fail in execution: by common estimates, 60 to 70 percent of business strategies are never successfully implemented. Leaders know the models of strategy formulation but not the process steps that make a strategy real, and they tend to step back just when they are needed most.

Over two days participants work with tools for setting goals and tracking strategic initiatives, write mission statements that keep the main effort in focus, and carry out a situation analysis. They learn to identify and manage disruptive risks, to align team members through clear roles and dependencies, and to use a communication framework that keeps execution moving.

What you leave with.

- Tools and frameworks for goal setting and for tracking strategic initiatives
- The ability to write mission statements that keep the main effort in focus
- A way to identify and manage disruptive risks
- The skill of carrying out a situation analysis
- Techniques for aligning team members
- A communication framework for smoother execution

Why it matters.

- A good strategy is worth nothing if it falls apart in execution
- Adaptive execution copes with change where a linear plan does not
- Scarce resources go further when roles and dependencies are clear

Format.

Length	Two days
Mode	In person or live virtual
For	Individuals and teams who need better execution and alignment to deliver on their targets, and the managers who lead them.
Method	Self-assessment tools; Short inputs from the facilitator; Group activities; Individual and peer-to-peer assignments

Your speaker.

Lorne Michael Cousins

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Lorne Michael Cousins has spent twenty-five years inside corporate sustainability across China and the Asia-Pacific, as environmental auditor, sustainability consultant and leadership strategist. He is Senior Fellow and Council Director at The Conference Board, Asia, founder of Fulcrum Point Sustainability Consulting in Shanghai, and a Founding Member of the Sustainability Directory.

He holds an MEM from UNSW Sydney, a BA from UBC Vancouver, and Practitioner status with IEMA. Accredited Advisor, Future-Fit Business Benchmark.

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