

Strat.exe
training



OUR TRAINING SOLUTIONS

Become an expert in Strategy Execution and Balanced Scorecard

A SAMPLE OF OUR DELEGATES

- Afrisam
- Alexander ProudFoot
- Banc ABC
- BCD Travel
- Broadband Infraco
- CIPC
- Edu-Loan
- Eskom
- FNB
- Gold Fields Mining
- ICT Works

- Indwe Risk
- Liberty
- Mahindra
- Massmart Holdings
- MMI Holdings
- National University of Science & Technology
- Neotel
- North West University
- Old Mutual
- PPC

- SARS
- Sasol
- SMIT Amandla Marine
- Standard Bank
- Stanlib
- Sun International
- TCTA
- Transnet
- UNISA
- Vodacom



WHO ARE WE?

Strat.exe is a consulting company specialised in Strategy Execution and Balanced Scorecard. The organisation is based in South Africa and is a level 4 BBBEE accredited business. Its consultants have many years of experience in training, coaching and consulting projects in public and private organisations.

At *Strat.exe* we are convinced that the true challenge of today's organisations lies more in the Execution than in the Definition of their strategies. Organisations usually struggle more when it comes to executing their plans, than when it comes to developing their strategy. A lack of internal discipline, capabilities, skills and processes for execution often explains this difficulty.

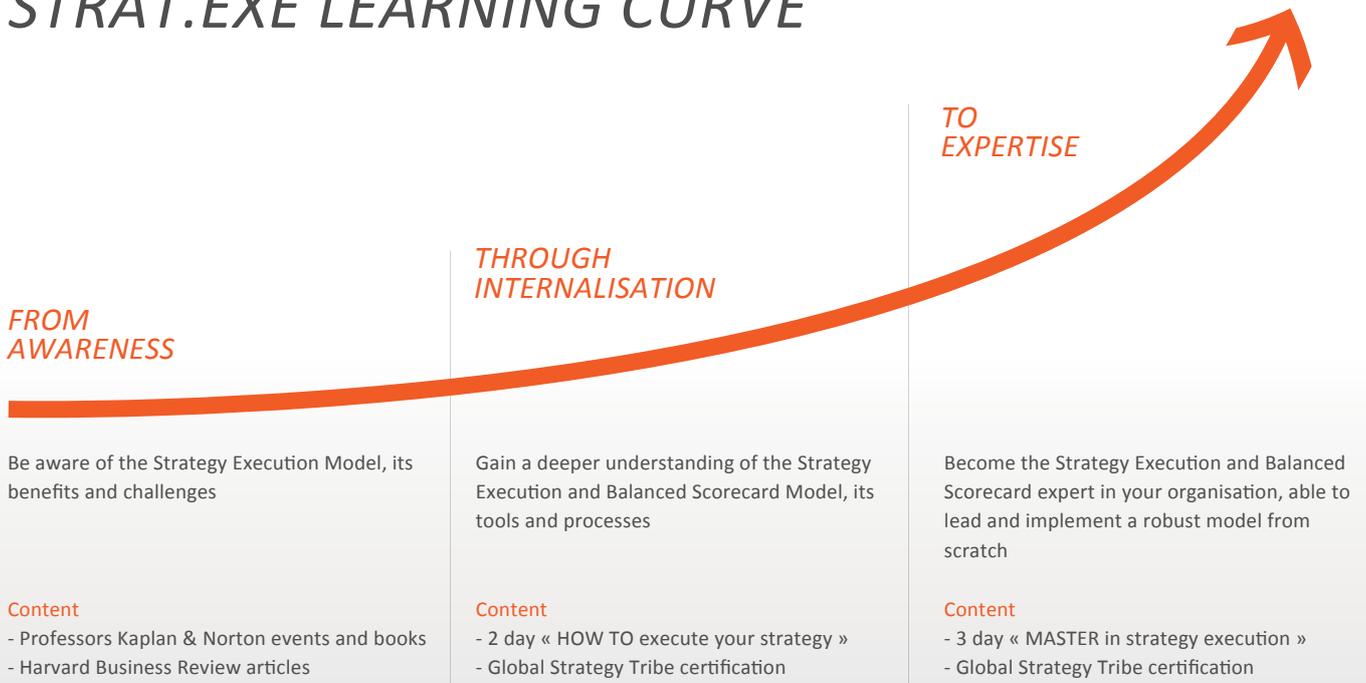
That is why at *Strat.exe* we not only help our clients to define their strategy, but we translate that strategy into specific, clear and measurable strategic objectives. We also help them to measure the degree of achievement of their strategy by setting measures and targets (known as Balanced Scorecard). Furthermore we support them in defining and prioritising a portfolio of strategic initiatives that will close the gap.

Cascading the strategy within the organisation to ensure that the different units are contributing to the overall strategy, is another key way in which we assist our clients. This alignment filters down to individual level through the use of personal scorecards and strategy communication plans to better understand what the individual's contribution to the strategy is.

Finally we create a strategy management process for our clients that will facilitate the internal discipline for the execution of their strategic initiatives and the achievement of their strategic objectives, by continuous monitoring in strategy review meetings.

Throughout the journey from initial strategy definition to execution, through translation, alignment and final strategy management, we help our clients to elaborate their strategy execution set of tools and to build robust knowledge and capabilities through consulting projects, assessments, coaching and training programmes.

STRAT.EXE LEARNING CURVE



STRAT.EXE BREAKTHROUGH TRAINING APPROACH

	From standard training	To Strat.exe training
What	You only focus on Balanced Scorecard	You learn about the whole Strategy Execution Model
How	You learn via theory to practice, in a traditional lecture	You learn via practice to theory You discover international best practices You take back work-plans and templates used by experts on real projects
Who	You learn from trainers with local knowledge	You learn from expert consultants with lecturing skills and both local and international knowledge

MEET THE INSTRUCTORS

Anaël is an expert in Strategy Execution, Balanced Scorecard and innovation. He has been working on different consulting projects all around the world including the United Kingdom, Spain, France, the United Arab Emirates, Turkey, Morocco and Mexico, for both public and private organisations. He has extensive experience in Strategy Execution processes and methodologies since he had the opportunity to be part of the consulting firm founded by Drs. Robert S. Kaplan & David P. Norton and dedicated to Balanced Scorecard implementation and Strategy Execution. He also worked at Tantum, a consulting firm leader in Strategy Execution in Latin America. He taught innovation and strategy execution for the MBA at Mexico Anahuac University and in many in-house training programmes. He currently trains delegates from top organisations in Southern Africa.

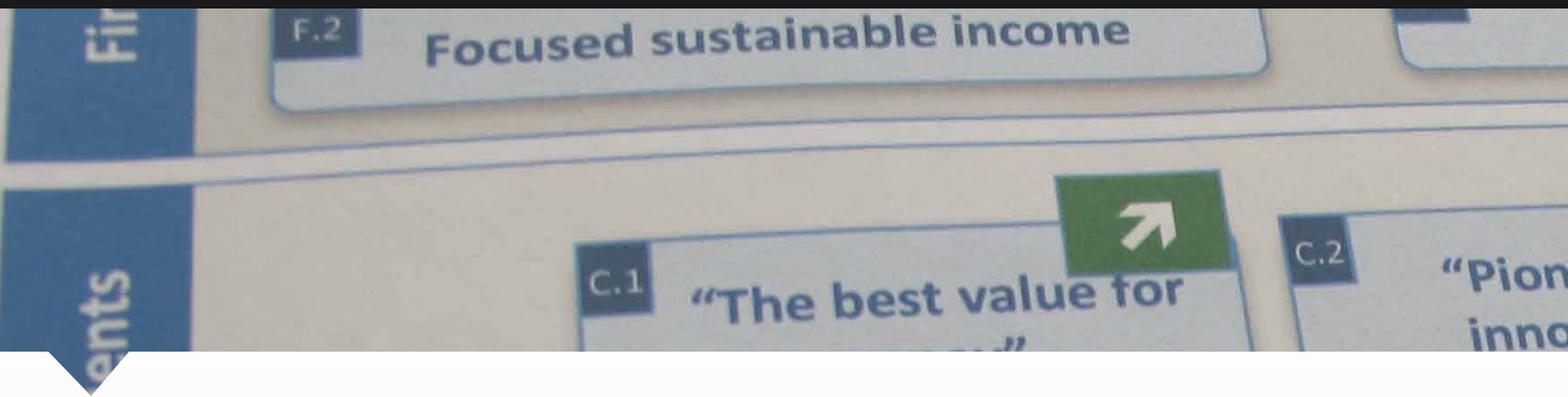


Fernando has been a Management Consultant for 16 years with a focus on Strategy, Organisation and Change Management, and with a further specialisation in the Science of Strategy Execution. Currently Director and Partner at Strat.exe, he is helping many different South African organisations to build and manage their strategy execution tools and processes, ensuring a successful management, monitoring and implementation of their strategy. Before founding Strat.exe, Fernando studied a MBA at the IESE Business School and worked for 5 years at Accenture and 7 years in the consulting firm founded by Drs. Robert S. Kaplan & David P. Norton, where he had the opportunity to implement the Strategy Execution Model in many private and public organisations, and across different industries, countries and cultures. Fernando has extensive experience as a trainer in Strategy Execution, both as Kaplan-Norton Balanced Scorecard Bootcamp Certification trainer and as a company in-house trainer.



HOW TO EXECUTE YOUR STRATEGY

2 DAY CERTIFIED TRAINING



PROGRAMME OVERVIEW

The *Strat.exe* “How to Execute your Strategy” training is a two day programme with the right balance between theory and practice to achieve a deep understanding of all the Strategy Execution and Balanced Scorecard Model as well as the process towards implementation.

The instructors were employed by Drs. R. Kaplan & D. Norton’s consulting firm for a significant number of years, and have extensive experience implementing the Model in many different organisations in South Africa and around the world.

PROGRAMME BENEFITS

- Gain a deeper understanding of the full Strategy Execution Model, its tools and processes rather than only the Balanced Scorecard:
 - Strategy Definition: visioning + definition tools
 - Strategy Translation: strategy map + Balanced Scorecard + strategic initiatives
 - Strategy Cascading & Alignment: strategy maps cascading + personal scorecards + communication
 - Strategy Management: strategy monitoring model + strategy review meeting + office of strategy management
- Learn the process of “how to” build the Strategy Execution Model within your organisation using the work-plans and templates used by experts
- Certify your knowledge with the specialist consulting firm for Strategy Execution in Southern Africa
- Gain the skills requested to join a company or a position in which you need to understand the Strategy Execution Model and its challenges
- Be able to significantly contribute to the building of a Balanced Scorecard or any other element of the Strategy Execution Model

“I enjoyed the step-by-step explanation and the practical examples. A lot of business will value this course”
- PhD student
in strategy execution
University of the Free State

“I enjoyed the training. Templates and work processes re-enforce the knowledge-base created. All and all really excellent”
- Strategy Executive
Sasol

“It was the best two day training, the practical exercises were eye openers”
- Senior manager,
Sun International

“I learnt more from these two days than I did in my 3 year MBA”
- Customer services manager, Edu-Loan

WHO SHOULD ATTEND

This programme is recommended for anyone in an executive or managerial position that may need in-depth understanding of the Strategy Execution and Balanced Scorecard Methodology: CEOs, CFOs, CIOs, COOs, Presidents, SVPs, VPs of Strategy Management, Executive Leadership Teams, Line of Business Leaders, Heads of Strategy, Managers, Planners and Analysts.

Optimised risk

Increased cost efficiency

Certified by



LEARN HOW TO MONITOR AND MANAGE
YOUR STRATEGY USING BALANCED SCORECARD

PROGRAMME CONTENT

Module 0: Introduction

- Introduction of delegates, their training expectations and their organisation's current strategy execution challenges
- Introduction of *Strat.exe* and the instructors
- Agenda, workbook and logistics

Module 1: The Strategy Execution Model

- The challenges and benefits of Strategy Execution
- The 4 steps of the Strategy Execution Model
- Minimum requirements and critical success factors

Module 2: Strategy Definition

- What is "strategy"
 - Mission, vision and values
 - Strategic analysis
 - Strategic aspiration and strategic themes
 - Strategy formulation tools
- > Exercise

Module 3: Strategy Translation

Strategy map

- What is a "strategy map"
- Strategic objectives
- Real examples

Balanced scorecard

- What is a "Balanced Scorecard"
- Strategic measures
- Target setting

Strategic initiatives

- What is a "strategic initiative"
 - Initiatives selection, prioritisation and planning
 - Strategic budget
- > Exercise

Module 4: Strategy Cascading & Alignment

- Strategy cascading: maps, measures and targets
 - Personal scorecards
 - Strategy communication
 - Change management
- > Exercise

Module 5: Strategy Management

- Monitoring model: roles, process and reports
 - Strategy review meeting
 - Office of strategy management
- > Exercise

Module 6: How To Implement A Project Within Your Organisation

- Work-plans and processes
- Set of templates
- One-on-one tutorial: consult our experts on the strategy execution challenges in your organisation

MASTER IN STRATEGY EXECUTION

3 DAY CERTIFIED TRAINING + 3 OPTIONAL DAY MODULES

PROGRAMME OVERVIEW

The *Strat.exe* “Master in Strategy Execution” offers breakthrough training in the market. This Master course is a 3 day programme (with 3 optional day modules) with a very inductive approach. The training is a case study recreating a real project done in South Africa by expert international consultants, using the learning by-doing approach that the world’s best MBA’s use.

By studying and understanding the company, you develop, like in a real accelerated project, all the elements of the Strategy Execution and Balanced Scorecard Model, from

the strategy definition to its cascading and management. All of this in an environment of class discussion, high interaction between delegates and expert consultants, making your learning deeply internalised and easy to remember and apply in your organisation.

The instructors worked for Drs. R. Kaplan & D. Norton for a significant number of years, and have extensive experience implementing the model in many different organisations around the world.

PROGRAMME BENEFITS

- Master the Strategy Execution Model and build your own from scratch:
 - Strategy Definition: Define a high level company strategy
 - Strategy Translation: Build its Strategy Map and Balanced Scorecard. Identify, define and prioritise its Strategic Initiatives
 - Strategy Cascading & Alignment: Cascade the Strategy Map, build Personal Scorecards and prepare a high level communication plan
 - Strategy Management: Assign roles, report strategic progress, prepare and perform a Strategy Review Meeting
- Certify your knowledge with the specialist consulting firm for Strategy Execution in South Africa
- Learn the process of “how-to” build the Strategy Execution Model in your organisation using the work plan and templates experts use.

“I loved the training because it is practical and it addresses the real challenges in organisations”

- Business strategy and planning, chief advisor, ESKOM

“Wonderfully challenging and really illuminating training”

- Head of department and Professor, UNISA

“It is very practical and very useful not just for developing and implementing strategy but also a crucial tool for performance management”

- Senior manager, Transnet Freight Rail

“Great course!”
- Finance Director, FNB

WHO SHOULD ATTEND

This Master course is recommended for anyone in an executive or managerial position that may need to Master the Strategy Execution and Balanced Scorecard Methodology: CEOs, CFOs, CIOs, COOs, Presidents, SVPs, VPs of Strategy Management, Executive Leadership Teams, Line of Business Leaders, Heads of Strategy, Managers, Planners and Analysts.



BECOME AN EXPERT IN STRATEGY EXECUTION AND BALANCED SCORECARD

PROGRAMME CONTENT

Important note: the “master in strategy execution” is purely practical. Therefore it requires solid preparation and previous level of understanding of the Strategy Execution Methodology (“How to Execute your Strategy” training or similar).

MODULE A BASIC MODULE

Day 1: Strategy Definition

- General diagnostic
- Define the Mission & Vision
- Elaborate a SWOT analysis
- Define the change agenda

Day 2: Strategy Translation (I)

- Define the Strategic Aspiration
- Choose key Strategic Themes
- Build a Strategy Map
- Identify and define the Strategic Objectives

Day 3: Strategy Translation (II)

- Measures identification
- Measures definition
- Strategic initiatives identification
- Strategic initiatives definition and prioritisation

MODULE B OPTIONAL MODULE

Day 4: Strategy Cascading

- Cascade a Business Unit Strategy Map
- Cascade its Measures and initiatives
- Cascade a Support Unit Strategy Map
- Cascade its Measures and initiatives

MODULE C OPTIONAL MODULE

Day 5: Personal Scorecard and Strategy Communication

- Build a Personal Scorecard Model
- Build Personal Scorecard key roles
- Develop a strategy communication plan

MODULE D OPTIONAL MODULE

Day 6: Reporting and Strategy Review Meeting

- Build a strategy execution process
- Report on Measures & initiatives
- Strategy Review Meeting: build an agenda and run a meeting

Strat.exe
consulting

*The specialist consulting firm for
Strategy Execution in South Africa*

Projects • Training • Assessments



**GET IN TOUCH WITH US TO
REGISTER FOR YOUR TRAINING**

+27 11 083 8584
info@stratexe.net
www.stratexe.net
65, 6th Ave, Inanda JHB