

Implementing Strategy Knowledge Course

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The Pillars of Planning**

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Understanding the Basic Steps

More: Understanding the Basic Steps

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Guidelines for Effectiveness

**Chapter Two:
Turning Strategy Into Action**

Components Of a SWOT Analysis

Analyzing Your Strengths

Analyzing Your Weaknesses

Analyzing Your Opportunities

Analyzing Your Threats

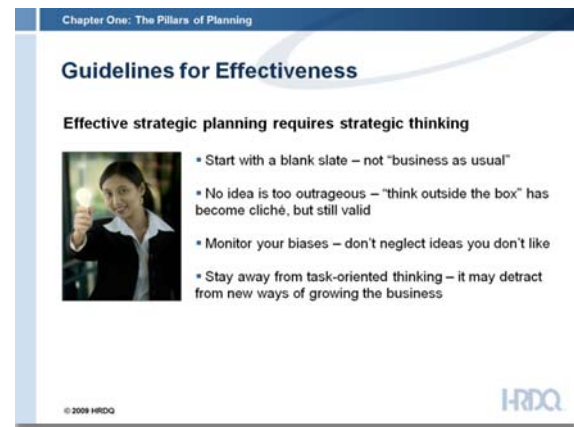
Extracting Goals: SWOT Analysis

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Final Steps of the Action Plan

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Chapter Three:
Communicating Progress, Measuring
And Evaluating Success

Communicating With Your Team

Monitoring Progress

Key Questions: Progress Meeting

Communicating With Stakeholders

Elements: Effective Measurement System

Developing Key Indicators

Collecting Data

Evaluating Performance

Conclusion

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Chapter Two: Turning Strategy Into Action

Analyzing Your Opportunities

Your *external* environment covers the "O" and "T" parts of the SWOT analysis

Assessing your opportunities:

- What **trends** or events are creating more opportunities locally or globally?
- What changes in **technology** can you take advantage of?
- What cultural or social **changes** are creating opportunities?



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Chapter Three: Communicating Progress, Measuring & Evaluating Success

Communicating With Stakeholders

Successful implementation of strategy also relies on open and consistent communication with stakeholders



Conduct roundtable meetings

- Provide periodic **updates** regarding progress and accomplishments
- Discuss resource needs and barriers
- Determine next steps

Distribute status reports (weekly or monthly)

- Communicates **progress**
- Alerts stakeholders to issues that may impact them

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