

FOUNDATIONS OF STRATEGY EXECUTION PROGRAM



Excellence in
Management
Education

Foundations of Strategy Execution Program

Turning a great plan into great achievements. That is what Strategy Execution is all about! WHU's Foundations of Strategy Execution Program will put you on the right path towards not only bridging, but overcoming the gap between the plan and implementation.



Program Contents:

A well-thought-through strategy provides a solid foundation for creating value for your company. At the same time, translating a strategy into actions that actually drive business results requires skills if you are to turn your intent into reality. A brilliant strategy can earn your company recognition as a serious competitor, but your company will only retain that position if your strategy is successfully executed.

Many articles have been published about the success of implementing and executing a corporate strategy, and it is the case that 40 to 70 percent of organizations fail to get what they want out of their strategic plan. The biggest hurdle is said to be transforming that great strategy into great performance – in other words, strategy execution: making the strategy work. Effective leaders are aware of these numbers and understand that you need much more than a great strategy to be successful. It is about bridging the gap between theory and practice and the ability to make every employee aware of the right way of working as well as overcoming emotional barriers.

During WHU's Foundations of Strategy Execution Program you will learn how to execute a strategy more effectively. You will gain awareness of the fact that improving strategy execution also entails structural change. This program is about mastering crucial strategy execution skills and knowing the secrets to successful strategy execution!

Program Contents:

The program will communicate the key principles of strategy execution and provide insights and tools to bridge the difficult gap between the rationale behind the development of a strategy and its practical operational plan. You will join with peers to explore different situations and apply options during group case studies and in-class discussions. On completion of this program, you will be able to identify pitfalls, manage emotional resistance, recognize opportunities for change, employ influencing techniques, and build the capabilities to implement a strategy successfully.

You will leave our program with a thorough understanding of the foundations of strategy execution and solid knowledge about which processes are important when implementing strategy. It is time to get started and make your strategy work!

WHU's Foundations of Strategy Execution Program will address the following topics:

- Change management
- Concepts and tools for strategy implementation
- Influencing techniques
- Structural change

What will you learn?

Upon completion of the program, participants will ...

- be able to implement a strategy successfully
- recognize opportunities for change
- be able to employ influencing techniques
- be able to manage emotional resistance
- be able to actively foster change within a team

Who will benefit most from the program?

- Executives responsible for company performance, e.g. heads of business units, managers of departments, or leaders of project teams
- Participants who are in transition into a leadership position
- Participants who have an educational background in a field other than business administration
- Managers who are new to implementing strategy
- Managers who are moving into a more challenging implementation role
- Executives looking for new ideas/options for execution



Program Format & Fees

This program runs for 3 days at WHU Campus Düsseldorf, Germany. The program language is English.

Dates: Please check the program website for dates.

Fees: €2,950 including tuition, session materials, case studies and most meals; excluding accommodations.

Please check our website for special rates:

ee.whu.edu/fsep

About WHU

WHU – Otto Beisheim School of Management is an internationally oriented and privately financed business school. Founded in 1984, WHU is now one of the most renowned German business schools and enjoys a strong international reputation. In autumn 2012, WHU opened a second WHU Campus in Düsseldorf.

Executive Education at WHU means high-quality programs for executives and managers. WHU Executive Education offers Customized Programs for companies and Open Enrollment Programs in the field of Management.

More Information: ee.whu.edu

The Foundations of Strategy Execution Program is part of WHU's General Management Plus Program. If you are interested in pursuing this award-winning program which grants **15 ECTS** upon successful completion, please refer to our website ee.whu.edu/gmp or contact us.

Faculty

Peter Witt currently holds the Chair of Technology and Innovation Management at the University of Wuppertal and an Adjunct Professor at WHU – Otto Beisheim School of Management. He is a long-term and permanent faculty member in the Kellogg-WHU EMBA Program and the WHU MBA Program and has been running Executive Education programs with major international corporations for more than 20 years, including Deutsche Börse, Deutsche Post DHL, ERGO, Evonik, Fraport and RWE. He is also involved in consultancy in the fields of strategic management, innovation management and corporate governance for companies including IBM, LAKAL and Metallgesellschaft.

Professor Witt's research interests focus on entrepreneurship, innovation management and corporate governance. He has published his research in leading international journals, such as Entrepreneurship & Regional Development, Financial Markets and Portfolio Management, Journal of Business Economics, Management International Review and R&D Management.

WHU – Otto Beisheim School of Management
Executive Education

Campus Düsseldorf

Erkrather Straße 224a | 40233 Düsseldorf | Germany
Phone: +49 211 44709 178

Contact: openprograms@whu.edu

More Information: ee.whu.edu