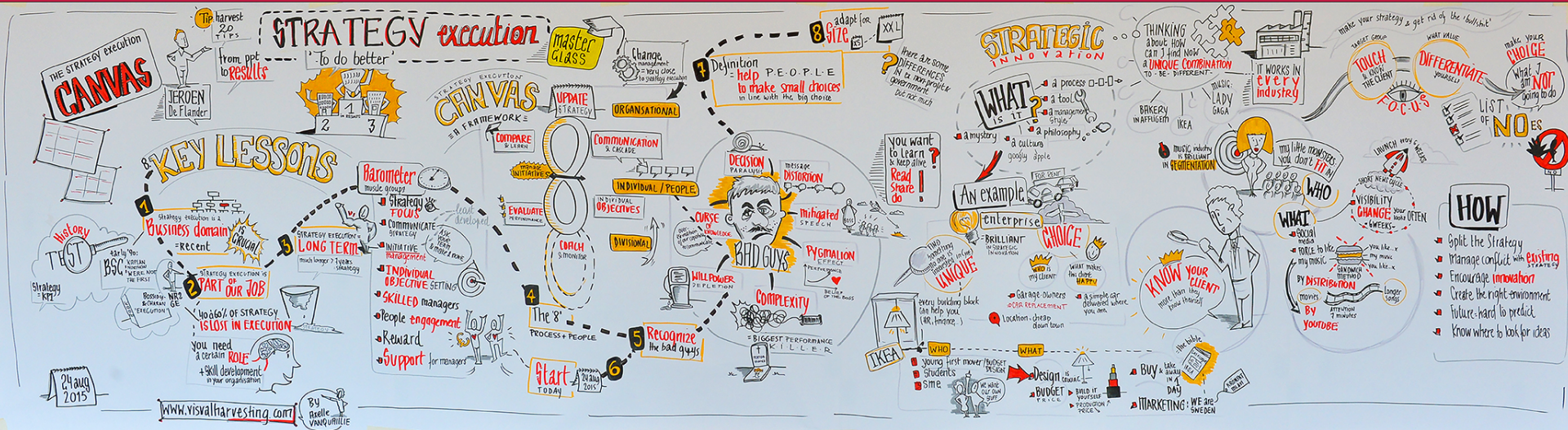


Templates

The Strategy Execution Canvas



The Strategy Execution Canvas - Templates

This document offers the original slides to create your own Strategy Execution Canvas. It covers the following 10 exercises:

1. List of NOES
2. H3 Communicator
3. The Balanced Scorecard
4. Finish Line & Sign Posts
5. Project on 1 Page
6. +2/-2 Team Habits
7. Bad Guys, Team
8. Individual Goals
9. +2/-2 Individual Habits
10. Bad Guys, Individual

The '8' Model

→ Organisation Level

Update
Strategy

Compare
& Learn

Communicate
& Cascade

→ Individual Level

Manage
initiatives

Evaluate
Performance

Set
Objectives

Monitor
& Coach

The Bad Guys

DECISION PARALYSIS

THE CURSE OF KNOWLEDGE

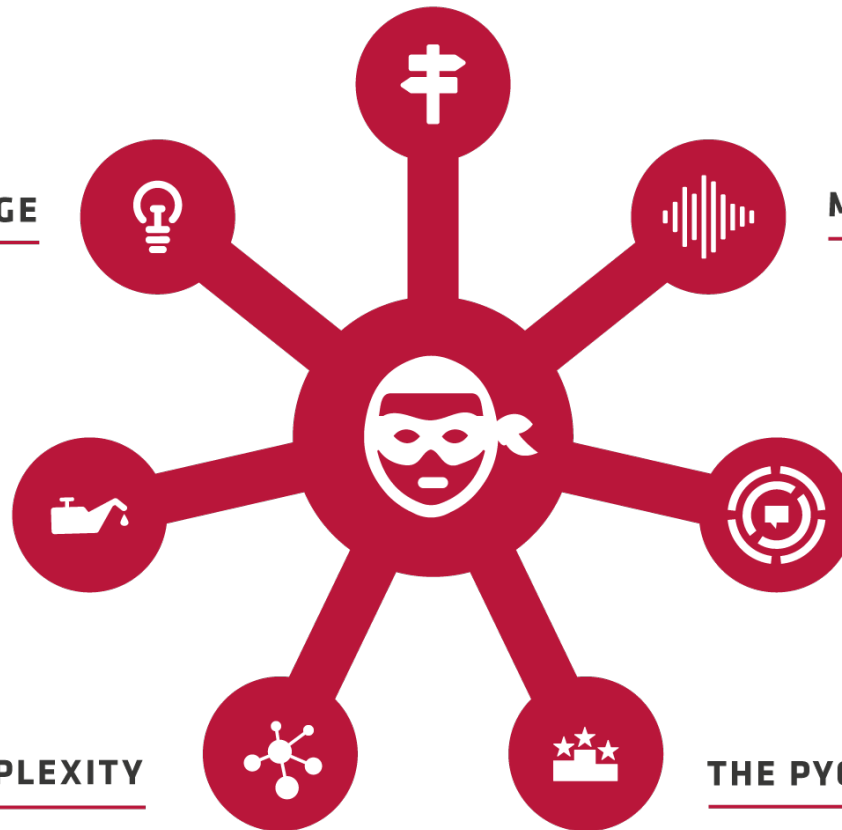
MESSAGE DISTORTION

WILLPOWER DEPLETION

MITIGATED SPEECH

CO₂MPLEXITY

THE PYGMALION EFFECT



The Strategy Execution Canvas

TEAM



TEST YOUR STRATEGY

Develop your List of NOES.
What are the things your team will not do.

- LIST OF 5 NOES
- 1
 - 2
 - 3
 - 4
 - 5



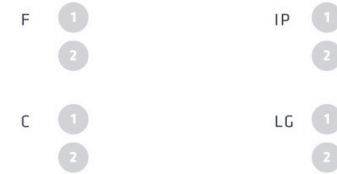
COMMUNICATE YOUR STRATEGY

H3 Communicator. How to get the strategy in the Heads,
Hearts and Hands of all team members.



CASCADE YOUR STRATEGY

Develop a high level Balanced Scorecard



STRATEGY PROGRESS

Define what success looks like – the finish line –
and identify sign posts to show you the way.

FINISH LINE

KPI'S



MUST WIN PROJECTS

Select 3 crucial projects
& develop a 'Project on 1 Page'

- 1
- 2
- 3



AWESOME HABITS

+2/-2 Team Habits.
Identify 2 team behaviors to increase / decrease



BAD GUY #1

Select a bad guy, define current threat level and combat plan.

THREAT LEVEL: 1 2 3 4 5 6 7 8 9 10

COMBAT PLAN

BAD GUY #2

Select a bad guy, define current threat level and combat plan.

THREAT LEVEL: 1 2 3 4 5 6 7 8 9 10

COMBAT PLAN

BAD GUY #3

Select a bad guy, define current threat level and combat plan.

THREAT LEVEL: 1 2 3 4 5 6 7 8 9 10

COMBAT PLAN



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Write down your answer

WHO	WHAT
-----	------

Company Strategy

.....
.....
.....
.....
.....
.....
.....

Canvas Exercise #1 “List of Noes”



WHO Clients you are not going to target?

WHAT Value you are not going to offer?

1.
2.
3.
4.
5.

Canvas Exercise #2 “H³ Communicator”



How to improve your strategy communication?

Heart

.....

Head

.....

Hands

.....

Canvas Exercise #3 “The Balanced Scorecard”



Write down your team goals:

F	<input type="checkbox"/> <input type="checkbox"/>
C	<input type="checkbox"/> <input type="checkbox"/>
IP	<input type="checkbox"/> <input type="checkbox"/>
LG	<input type="checkbox"/> <input type="checkbox"/>

Canvas Exercise #4 “Finish Line & Sign Posts”



Summarize your strategy in a motivating finish line:

Finish Line:
.....
.....

Identify your KPI's (lead indicators):

1.
2.
3.

Canvas Exercise #5 “Project on 1 Page”



Select 3 projects and detail:

1. Project Background
2. Problem Statement
3. Objectives
4. Deliverables
5. Core members
6. Assumptions / constraints
7. Issues / risks

Canvas Exercise #6 “+2/-2 Team Habits”



Identify wanted new behavior & old behavior that needs to go

+

1.

2.


-

1.

2.

Canvas Exercise #7 “Bad Guys, Team”

Bad Guys – Threat Level – Summary Slide

- 
- | | |
|-------------------------------|------------------------|
| 1. Decision Paralysis | 0 1 2 3 4 5 6 7 8 9 10 |
| 2. Pygmalion Effect | 0 1 2 3 4 5 6 7 8 9 10 |
| 3. Willpower Depletion | 0 1 2 3 4 5 6 7 8 9 10 |
| 4. Complexity | 0 1 2 3 4 5 6 7 8 9 10 |
| 5. Mitigated Speech | 0 1 2 3 4 5 6 7 8 9 10 |
| 6. Curse of Knowledge | 0 1 2 3 4 5 6 7 8 9 10 |
| 7. Message Distortion | 0 1 2 3 4 5 6 7 8 9 10 |



Bad Guy Message Distortion



AS IS	<p>.....</p> <p>.....</p> <p>.....</p> <p><i>Current Threat Level</i> 0 1 2 3 4 5 6 7 8 9 10</p>
Combat Plan	<p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>



Bad Guy The Curse of Knowledge



AS IS	<p>.....</p> <p>.....</p> <p>.....</p> <p><i>Current Threat Level</i> 0 1 2 3 4 5 6 7 8 9 10</p>
Combat Plan	<p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>



Bad Guy Decision Paralysis



AS IS	<p>.....</p> <p>.....</p> <p>.....</p> <p><i>Current Threat Level</i> 0 1 2 3 4 5 6 7 8 9 10</p>
Combat Plan	<p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>



Bad Guy Complexity



AS IS

.....

.....

.....

Current Threat Level 0 1 2 3 4 5 6 7 8 9 10

Combat Plan

.....

.....

.....

.....



Bad Guy Willpower Depletion



AS IS

.....

.....

.....

Current Threat Level 0 1 2 3 4 5 6 7 8 9 10

Combat Plan

.....

.....

.....

.....



Bad Guy The Pygmalion Effect



AS IS

.....

.....

.....

Current Threat Level 0 1 2 3 4 5 6 7 8 9 10

Combat Plan

.....

.....

.....

.....



Bad Guy Mitigated Speech



AS IS

.....

.....

.....

Current Threat Level 0 1 2 3 4 5 6 7 8 9 10

Combat Plan

.....

.....

.....

.....

The Strategy Execution Canvas

INDIVIDUAL

🔍 SET INDIVIDUAL OBJECTIVES, MONITOR & COACH, EVALUATE PERFORMANCE

Create individual success: set goals, coach and evaluate performance

OBJECTIVES

- 1
- 2
- 3

MONITOR & EVALUATE

🔄 HABITS LEVER

+2/-2 Individual Habits. Identify 2 individual behaviors to increase / decrease and pick matching implementation intentions

HABITS

- + 1
- + 2
- 1
- 2

IMPLEMENTATION INTENTION

BAD GUY #1

Select a bad guy, define current threat level and combat plan.

THREAT LEVEL: 1 2 3 4 5 6 7 8 9 10

COMBAT PLAN

BAD GUY #2

Select a bad guy, define current threat level and combat plan.

THREAT LEVEL: 1 2 3 4 5 6 7 8 9 10

COMBAT PLAN

BAD GUY #3

Select a bad guy, define current threat level and combat plan.

THREAT LEVEL: 1 2 3 4 5 6 7 8 9 10

COMBAT PLAN



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Canvas Exercise #8 “Individual Goals”



Write down your individual goals:

1

.....
.....

2

.....
.....

3

.....
.....

Canvas Exercise #9 “+2/-2 Individual Habits”



Identify wanted new behavior & old behavior that needs to go

+

1.

2.

-

1.

2.

Canvas Exercise #10 “Bad Guys, Individual”

Bad Guys – Threat Level – Summary Slide

- | | |
|-------------------------------|------------------------|
| 1. Decision Paralysis | 0 1 2 3 4 5 6 7 8 9 10 |
| 2. Pygmalion Effect | 0 1 2 3 4 5 6 7 8 9 10 |
| 3. Willpower Depletion | 0 1 2 3 4 5 6 7 8 9 10 |
| 4. Complexity | 0 1 2 3 4 5 6 7 8 9 10 |
| 5. Mitigated Speech | 0 1 2 3 4 5 6 7 8 9 10 |
| 6. Curse of Knowledge | 0 1 2 3 4 5 6 7 8 9 10 |
| 7. Message Distortion | 0 1 2 3 4 5 6 7 8 9 10 |



Bad Guy Message Distortion



AS IS

.....

.....

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Current Threat Level 0 1 2 3 4 5 6 7 8 9 10

Combat Plan

.....

.....

.....

.....



Bad Guy The Curse of Knowledge



AS IS	<p>.....</p> <p>.....</p> <p>.....</p> <p><i>Current Threat Level</i> 0 1 2 3 4 5 6 7 8 9 10</p>
Combat Plan	<p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>



Bad Guy Decision Paralysis



AS IS	<p>.....</p> <p>.....</p> <p>.....</p> <p><i>Current Threat Level</i> 0 1 2 3 4 5 6 7 8 9 10</p>
Combat Plan	<p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>



Bad Guy Complexity



AS IS

.....

.....

.....

Current Threat Level 0 1 2 3 4 5 6 7 8 9 10

Combat Plan

.....

.....

.....

.....



Bad Guy Willpower Depletion



AS IS	<p>.....</p> <p>.....</p> <p>.....</p> <p><i>Current Threat Level</i> 0 1 2 3 4 5 6 7 8 9 10</p>
Combat Plan	<p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>



Bad Guy The Pygmalion Effect



AS IS

.....

.....

.....

Current Threat Level 0 1 2 3 4 5 6 7 8 9 10

Combat Plan

.....

.....

.....

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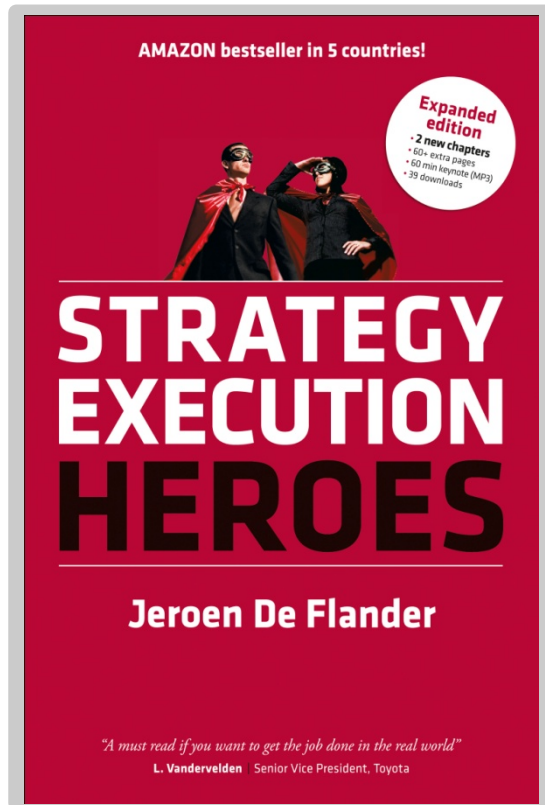
Bad Guy Mitigated Speech



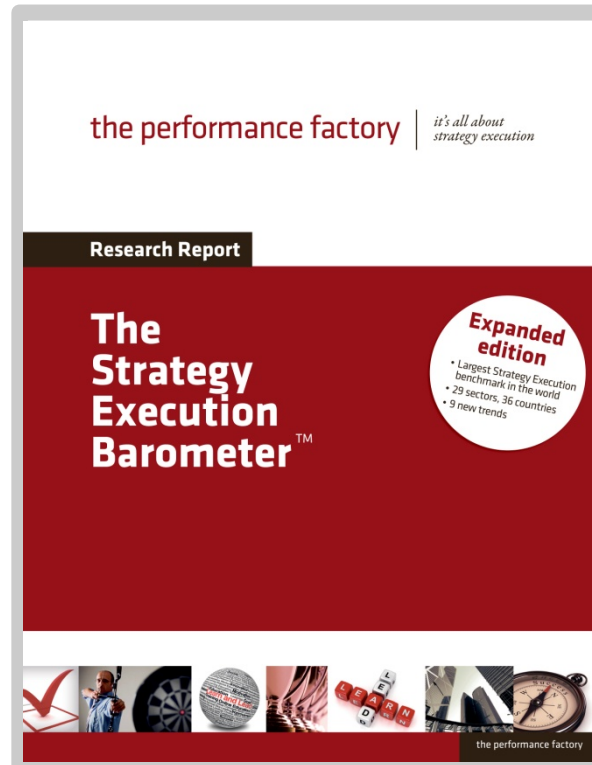
AS IS	<p>.....</p> <p>.....</p> <p>.....</p> <p><i>Current Threat Level</i> 0 1 2 3 4 5 6 7 8 9 10</p>
Combat Plan	<p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>

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Implementation Tips



Actionable, Up-to-date
Benchmark Information



Beat the 7
Execution Villains

