Organizations and leaders spend countless hours and days, sometimes even years, crafting strategies to win in the market. Sometimes these strategies get executed with astounding results. More often than not, they languish in slide presentations and company memos, never to see the light of day in terms of execution and business outcomes.

Root Inc. offers clients a proven framework and process for executing strategies through people successfully.

Clarify and Align

There are three great organizational lies:

— We have a strategy.
— We are aligned on the strategy.
— We have data to support the strategy.

These lies are always in play; they simply vary from company to company in their magnitude. They tend to exist because leaders aren’t clear on the strategy or aren’t aligned as a team. Root provides the path for the leadership team to transform organizations and deliver accelerated results by focusing upfront on the areas that mean the difference to strategy execution failure or success.
The first steps include:

— Identify the authentic realities of today’s business – the bright spots, barriers, silos, or gaps
— Develop a common vision for the future
— Build confidence and advocacy for the strategic direction
— Gain alignment on strategic priorities
— Determine behaviors or culture changes necessary for the new direction
— Create examples of execution in action

When everyone – from senior leaders to individual contributors – has a clear vision and personally owns the execution, the business will flourish. It all starts with creating owners, advocates, and evangelists at the top.

Launch and Implement
After the leaders have put together the strategy and become aligned on its purpose and the priorities for getting there, then it’s time to roll it out. So, how do you get all levels of leaders, managers, and individual contributors to think and act differently? At the Launch and Implement phase, Root brings your strategy to life for your people by translating lofty concepts into real-world actions.

Root can help you:

— Enroll the next level of leaders as “Strategic Change Agents”
— Ensure strategy adoption across the organization
— Create individual ownership of the strategy
— Align the entire organization around a common purpose and direction
— Provide a holistic view of how the business operates at all levels and how each individual role connects to and helps drive business results
— Create managers who are equipped to maximize individual contributor performance, particularly those employees on the customer front lines

Whether you have tens of thousands of employees or just a few hundred, we can help.
Refine and Sustain
The strategy has launched. This is the point where strategy execution tends to get stuck. How do you sustain it over time and refine it as needed? Do your people fully understand their role in it? Do they need new skills or capabilities to support the organization’s vision for the future? Are they falling back into the old way of doing things? Sustaining change is incredibly difficult and is arguably the most important part of implementing a new strategy. Root’s methods and processes create a sustainable strategy that continues to reinforce and support change while delivering results.

Root can empower your people to:

— Incorporate critical changes into key operations or processes
— Develop practices for driving, measuring, and evaluating ongoing change, including structure and business process adjustments
— Create a process for ongoing communication of the change and results
— Leverage development tools that bridge skill gaps and improve processes

Don’t leave your strategy to collect dust on the shelf. Get everyone on the same page, give them a clear picture of the future, show them how their role can directly impact your business, and give them the tools and resources to sustain it for the long term.