

# The greatest challenge

a leader faces is getting what's in their heads into their team's hands. We can help you do that on scale, at pace.

# The extreme difficulty of executing strategy and having it yield results is the main concern of leaders today. Why is it so hard?

When most leaders think of strategy they think of a financial exercise or workshops with butchers paper covering the walls. It all gets nicely packaged up and emailed out. Done. At the time it offers great promise but usually disappoints.

We have a different approach. We come at the problem of strategy execution with a different mindset and solution.

Strategy must be leader led. It's their level of work, their greatest value creator and it's not easy. It should surface the hard issues, the difficult choices, the tough relationships, the dysfunctional teams. This describes most organisations. People are not perfect. What a leader settles for and how a leader leads their strategy in this imperfect world is what sorts the A teams from the B teams.

As strategy is critical to success it should be considered a core business process. It should not suffer from a lack of process, rigor or tools any more than would be tolerated for managing the budget.

Strategy of course needs to be executed if it is to yield value. etviaTRACE strategy management software structures the strategy process from formulation to deployment and reports on strategy execution status and team engagement levels for delivery.

*"Of failed CEO's most fail due to faulty execution rather than flawed strategy",  
Fortune 500 Magazine*

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# Accountability

**High performing organisations are powered by good leaders with a good plan**

**To turn strategy into results you need:**

Strategy alignment (one purpose)

Strategy integration (one race plan)

Execution management (one scoreboard)

Team engagement (one team)

Individual accountability (one scorecard)

## The solution

**Etvia's integrated people, process and systems approach to strategy gives leaders the confidence to genuinely empower good people.**

**Accountabilities are clear, boundaries are defined, execution is transparent.**

The etvia solution has two parts:

- Consulting and coaching
  - Strategy development, deployment, implementation planning, execution and governance
  - Leading for results coaching and team effectiveness
  - Team engagement and cultural messaging
  - Knowledge transfer and building sustainable internal capability
- Strategy management system
  - etviaTRACE cloud deployed software in place as a core business system
  - Replicable internal processes for the management of strategic planning and business planning

### How we work

- We work with you and your leadership team to craft or refine your current strategy reflecting your unique opportunities and challenges
- We will help you build a Culture that high performers want to be a part of
- We will assist you to embed your strategy management to support transparent, accountable execution tracking
- We provide support and development for your team's ability to individually and collectively lead their strategy

# Performance

## Introducing etvia services and etviaTRACE

Over the past 10 years, we have delved deeply into the critical issue and failure rates of strategy execution from both a commercial and organisational culture perspective. It is our passion.

We know how these seemingly different perspectives need to splice together to get results. We have built our consulting practise and patented strategy execution software etviaTRACE to do just that.

### We help you:

- Sharpen your vision and set your goals
- Build your strategy to deliver value to key stakeholders
- Lay out a clear road map from your current state to your future state
- Use etviaTRACE to manage the consistent formulation and cascade of the strategy
- Monitor execution and team engagement with complete transparency in etviaTRACE
- Lift the behavioural effectiveness of your leaders and how they engage with each other
- Encourage effective collaboration through the negotiation of interdependencies
- Define team and individual accountabilities for the work and the results
- Deepen engagement and ownership of the plan through relevant participation
- Create an execution management framework to hold the team on their strategic purpose
- Ensure the 'strategy' means the same thing to everyone on the team

### We leave you with:

- A strategy and business plan documented in etviaTRACE - vertically and horizontally integrated and linked to the budget
- Individuals and teams aligned, knowing how they contribute to the successful execution of the strategy
- A core process and system for the effective ongoing management, monitoring and governance of the strategy
- The best and brightest people clear and on board, ready to go
- A competent and confident etviaTRACE user community
- A mechanism to hardwire the strategy to performance management processes
- Leaders leading their strategy



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