GRAND Execution[™]

Transforming Strategy into Objectives & Initiatives & Actions for successful Execution



- Define Vision
- Define Mission
- Identify Unique Selling Proposition
- Develop Go-to-Market Strategy
- Define 3-Year Summary Plan

- Bulletproof Strategy
- Conduct SWOT Assessment
- Define Macro Level Financial Goals
- Determine Financial Constraints

Objectives & Initiatives & Actions

Translate to

- Translate Strategy into macro level Objectives
- Break down Objectives into Manageable Initiatives
- Select Actions needed to achieve each Initiative

Assign Goals & Track Results

 Appoint Initiative Champions

- Assign Actions to Team Members
- Determine Measureable Goals that define Success
- Set Timeframe
- Allocate Resources
- Track actual Results against Goals

GRAND Execution!

- Attain Goal
- Within Established Timeframe
- Given Allocated Resources

GRAND Business Insights – Accelerating Value through Smart Execution™