



## Execution to die for ...

*There's no point in talking about it or writing about it if you can't make it happen!*

*The survival and future of your organisation depends on your ability to turn plans into reality.*



Presented by Graham Haines  
Based on his new book  
"Execution To Die For

- The Manager's Guide To Making It Happen"

### Turn Plans To Reality

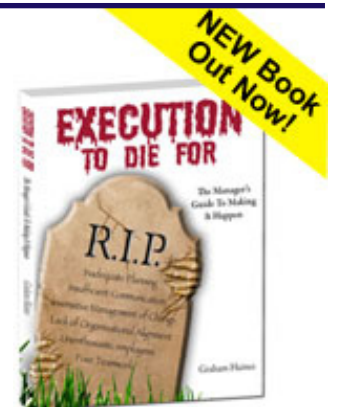
We live in a competitive and ever changing environment. Since we cannot control these changes, we must constantly adapt to them - and that places a heavy reliance on our ability to think strategically. But developing strategic plans is one thing - implementing them quite another. For whilst a small number of executives are involved in producing the plan, it requires the efforts and commitment of everyone to translate that plan into reality.

There are so many barriers to effective execution. Some relate to the process of implementation itself; many are unknowingly erected at the time the planning takes place.

This presentation will identify these barriers and then show how they may be overcome. In the process, employees will embrace change, work more effectively together and enhance their level of engagement.

### Presentation Topics

- Why brilliant execution is more important than a brilliant strategy
- 36 reasons why things don't happen
- How to plan with brilliant execution in mind
- Flowing planning into execution
- The five key conditions for effective implementation – the OMELETTE factors
- Communication – the good oil – what to communicate and to whom and how
- Monitoring and measuring implementation
- Knowing when plans need up-dating



### The Results

- Plans that are executed the way the planners intended
- Plans that are quicker to make an impact on your competitiveness and your bottom line
- Plans that invigorate your workforce, not tear it apart

### About the presenter

Graham Haines is the principal consultant of Plans To Reality. After a career in business development and strategic marketing with an international chemical company, Graham founded his consulting practice in 1987 specialising in the integration of management with strategic marketing. In addition to his practical know-how and in depth knowledge of the subject, Graham brings to this presentation his ability to convey the big picture and the precise sequence in which the individual pieces of the jigsaw should be put together. Once acquainted with the Wagon Wheel and OMELETTE factors, planning and implementation will never be the same again.

### Contact

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