



STRATEGY  
MANAGEMENT  
GROUP

BALANCED SCORECARD INSTITUTE



# Strategy Execution Professional Certification Program

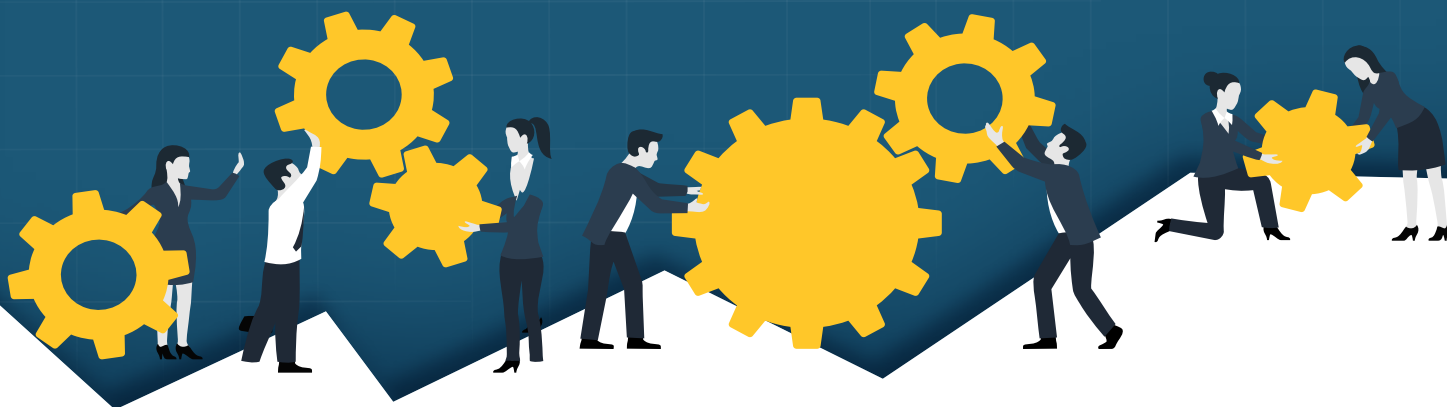
## Program Overview

The Strategy Execution Professional (SEP) Certification program teaches leaders, managers, and analysts how to take an existing strategic plan and establish strategy implementation processes to ensure that enterprise-wide strategy is executed well. Created by the Strategy Management Group and offered in association with the George Washington University Center for Excellence in Public Leadership, part of the College of Professional Studies, the SEP Certification program provides participants with the tools they need to improve and execute existing strategy in their organizations.

## Who Should Attend

This course is recommended for managers, planners, analysts, and others who are charged with implementing plans and delivering results. The course is highly recommended for members of Executive and Senior Management teams, Program and Policy Analysts, Project Managers, and strategy professionals, and performance management teams. This is a practical "what tools, techniques, and interventions can I use to improve organization strategy implementation" course taught by highly experienced instructors with backgrounds in private, public, and nonprofit-sector organizations. The course is based on the combined 125 years of consulting and training experience of five international expert authors.

# Strategy Execution Professional Certification Program



## Practical Strategy Execution: Learn How To Make Strategy Happen

The Strategy Execution Professional (SEP) Certification program provides participants with the tools and techniques for successfully executing strategy. SEP Professionals are certified in accordance with standards set by Strategy Management Group in association with the George Washington University Center for Excellence in Public Leadership and developed through decades of practical client-based experience using strategy execution best practices.

## Participants Will Learn How To:

- ▶ Apply strategy execution tools and solutions for overcoming issues and challenges related to strategy execution in their organizations
- ▶ Understand how five imperatives that are critical to successful strategy execution can be incorporated into your strategy implementation efforts:
  - ▶ Leadership and Governance
  - ▶ Creating a Performance Culture
  - ▶ Aligning and Operationalizing Strategy
  - ▶ Strategic Project/Portfolio Management
  - ▶ Performance Analysis, Reporting and Informing
- ▶ Test an existing strategic plan for implementation success, and incorporate agility and innovation to make strategy implementation easier and more successful
- ▶ Understand how important clear communications and change management are to achieving successful strategy execution and creating a more high-performance organization
- ▶ Create a customized *My Strategy Execution RoadMap* for your organization

## Course Outline

Sessions include lectures, individual and small group exercises, readings, group discussions, surveys, Q and A's, visiting expert presentations, real-world examples of successful strategy implementations, and a delegate project tailored to their organization.

### Session 1

Course Overview and Logistics  
Introduction and Strategy Management Overview

### Session 2

Imperative 1 – Leadership and Governance

### Session 3

Imperative 2 – Creating a Performance Culture

### Session 4

Imperative 3 – Aligning and Operationalizing Strategy

### Session 5

Imperative 4 – Strategic Project/Portfolio Management

### Session 6

Imperative 5 – Performance Analysis, Reporting, and Informing

### Session 7

Course Summary

### Session 8

Delegate Presentations  
Certification and Evaluation

Offered in association with

Center for Excellence  
in Public Leadership

THE GEORGE WASHINGTON UNIVERSITY



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