

Strategy Execution Professional (SEP) Certification Program Outline

Strategy Execution Professional Certification (SEP) can be gained via a 4-day SEP Certification course (plus exam).

Program Learning Objectives

The program provides teaches delegates practical tools and techniques for successfully executing strategy. Participants will:

- Understand how obstacles to successful strategy implementation can be identified and overcome
- Learn how to identify which strategy execution tools and techniques are most effective at eliminating obstacles
- Learn how to improve the chances of your strategic plan being successfully implemented
- Baseline your organization's current Strategy Execution score to identify areas needing improvement
- Learn how to improve strategic leadership and governance
- Learn how to create a performance culture in your organization
- Learn how to align the organization to strategy
- Learn how to make projects and portfolios more strategy supporting
- Learn how to inform and use performance information to improve decision-making
- Create a customized My Strategy Execution RoadMap for your organization



Center for Excellence in Public Leadership

THE GEORGE WASHINGTON UNIVERSITY

Offered in association with
The George Washington University Center
for Excellence in Public Leadership, part of
the College of Professional Studies

Course Outline

Strategy Execution Professional (SEP) Certification (4-day course)

Session One: Introduction and Overview

- Understand the importance of strategy and of having a strategy-focused organization
- Learn the terms used for strategy development, strategic planning, and strategic management
- Understand different approaches and models used to develop strategy
- Learn tools and techniques for creating clearer, and more coherent and measurable strategy and strategic plans
- Understand the relationship between strategy development, strategic planning, and strategy execution
- Introduce the five critical strategy execution management process – the SE Imperatives

Session Two: Leadership & Governance

- Understand why strong leadership and governance are foundational to creating high performance
- Understand the obstacles to successful leadership and governance
- Learn the attributes of good leaders
- Understand differences in roles and responsibilities of leaders and managers at all levels in the organization
- Learn principles of good leadership and good governance
- Learn how to set meaningful goals
- Learn how to communicate with clarity

Session Three: Performance Culture

- Understand and be able to define your organization's culture
- Learn how strategic communication contributes to a performance culture
- Understand how change management contributes to a performance culture
- Understand the challenges of sustaining a performance culture and how to overcome them

Session Four: Aligning and Operationalizing Strategy

- Understand organization alignment and misalignment
- Understand how to align (cascade) strategy from corporate level to operating levels and to employees
- Learn how to translate a corporate strategic plan into strategic operating plans
- Understand how to incorporate strategy guidance into capacity planning and budget planning
- Learn tools for improving processes

Session Five: Project and Portfolio Management

- Understand the importance of project/portfolio management (P/PM) to successful strategy execution
- Prioritize strategic and operational projects
- Increase awareness of strategic project management
- Understand roles and responsibilities of leaders and managers for successful strategic P/PM
- Report progress and performance to influence strategy
- Understand organizational structure options for managing strategic projects -- Strategy Management Office (SMO) and Project Management Office (PMO)

Session Six: Performance Analysis, Reporting and Informing

- Learn how to measure and collect meaningful performance data
- Learn how to verify and validate data
- Understand how to transform performance data into performance information, and performance information into business intelligence
- Learn how to communicate performance information visually
- Learn how to add context to performance information
- Understand roles and responsibilities for reporting performance
- Learn how to create and deploy performance reports that are used and useful

Session Seven: Course Summary

- Summary: Five Strategy Execution Imperatives
- Strategy Execution Best Practices

Session Eight: Delegate Presentations & Wrap-up

- Delegate Presentations
- Final Steps – Certification and Evaluation

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