



STRATEGY
MANAGEMENT
GROUP

BALANCED SCORECARD INSTITUTE



Strategy Execution Professional Certification for Financial Sector Leaders

Program Overview

The Strategy Execution Professional Certification for Financial Sector Leaders program is specifically tailored for professionals in the financial sector, equipping them with practical tools and techniques essential for successfully executing strategy in a highly regulated and competitive industry. The program is meticulously organized around major management processes that directly impact the successful implementation of strategy within financial institutions. Built around five critical strategy execution "Imperatives," this course is designed to address the unique challenges faced by financial organizations, ensuring that attendees gain the insights and skills needed to drive performance excellence in their sector.

Who Should Attend

This course is ideal for financial professionals, including managers, planners, and analysts tasked with implementing strategic plans and delivering results. It is especially beneficial for executive and senior management teams, project managers, strategy professionals, and performance management teams. Participants will gain insights into the latest trends in strategic planning, alignment, and performance measurement. Organizations will benefit most by sending teams to learn practical strategies for effective implementation. Both business and support unit employees will understand how strategy aligns across all levels, while leaders will discover how to execute strategies effectively throughout the organization.

Strategy Execution Professional Certification for Financial Sector Leaders



Practical Strategy Execution: Learn How To Make Strategy Happen

The Strategy Execution Professional (SEP) Certification for Financial Sector Leaders 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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