Strategy Execution Professional (SEP) Certification Program Outline

Strategy Execution Professional Certification (SEP) can be gained via a 5-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

In order to provide a seamless, high quality learning experience for the current and aspiring strategy leaders, SMG has partnered with The George Washington University's Center for Excellence in Public Leadership (GW CEPL), a part of the College of Professional Studies.

Course Outline

Strategy Execution Professional (SEP) Certification

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