

# Strategy Execution

## – Get It Done

**Date/Language/Venue:**

December 3-5, 2014/ English with sequential Chinese interpretation, / Shanghai(Shanghai Pudong Hongfeng Road, 699)

**Fee:** RMB28,800

Programme Fee includes tuition, case licensing fees, lunches, stationery, other course materials, and interpretation and translation fees if required. The full fee must be paid no later than 30 days before the start of the programme. Applications made within 30 days of the start of a programme require immediate payment.

**For more information, please visit** <http://exed.ceibs.edu>

Most executives claim that executing strategy is one of their most difficult tasks. Similarly, studies have found that the main reason for strategic failures lies in the firm's inability to execute the planned strategic intent. This course provides participants with a solid framework to help in the execution of competitive strategies. During the 3 days of the class, we take participants through the critical elements of strategy execution and provide useful tools that can be applied back in the executive's own firm. Starting from a defined strategy, the course examines relevant organisational design and structural tradeoffs. The programme also discusses guidelines for management of change, establishment of a performance culture, critical management processes and key performance indicators. Lastly, the course examines the essential leadership requirements for successful strategy execution.

**Objective**

The programme focuses on deepening insight into the complexities of strategy execution and helping participants solidify their own understanding of how they can contribute to their firm's success. The programme covers the latest thinking on strategy execution, and synthesises lectures, case studies, exercises and workshop format. The programme will be highly interactive, serving as a platform for participants to exchange their ideas and learn from each other's experiences.

**Who Should Attend**

The programme is aimed at senior managers who wish to increase their understanding and their competences in strategy execution. New business unit managers and upper middle line managers operating in organisations with a challenging environment will also benefit strongly from the programme.

**Programme Benefits**

Participants in this programme will:

- Gain an understanding of the key qualities of strategy execution
- Acquire a deeper familiarity with and insight into strategy execution
- Master a model for enacting effective strategy execution
- Enhance their understanding of organisational design and structure
- Learn how to build a performance culture
- Gain insight into the crucial role of leadership for strategy execution
- Learn to manage for results

**Programme Coverage**

- The role of strategy and strategy execution
- The role of the organisation
- Case study on strategy-organisation fit
- A model for strategy execution
- Building a performance culture
- Leadership
- Case study on strategy execution and leadership in China
- Trade-offs between leadership choices and strategic execution
- Strategic transformation and change management
- Innovation management
- Case study on implementing an R&D centre in China
- Developing your own execution plan

**Programme Schedule**

<b>Day 1</b>	
Morning	<ul style="list-style-type: none"> <li>• The role of strategy and strategy execution</li> <li>• The role of the organisation</li> </ul>
Afternoon	<ul style="list-style-type: none"> <li>• Case study on strategy-organisation fit</li> <li>• A model for strategy execution</li> </ul>
<b>Day 2</b>	
Morning	<ul style="list-style-type: none"> <li>• Building a performance culture</li> <li>• Leadership</li> </ul>
Afternoon	<ul style="list-style-type: none"> <li>• Case study on strategy execution and leadership in China</li> <li>• Trade-offs between leadership choices and strategic execution</li> </ul>
<b>Day 3</b>	
Morning	<ul style="list-style-type: none"> <li>• Strategic transformation and change management</li> <li>• Innovation management</li> </ul>
Afternoon	<ul style="list-style-type: none"> <li>• Case study on implementing an R&amp;D centre in China</li> <li>• Developing your own execution plan</li> </ul>

**Programme Director**

**George Yip**



- **Professor of Management, CEIBS**
- **Co-Director, CEIBS Centre on China Innovation**

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### Admissions Procedures

Applicants can apply for the programme in either of the following two ways:

- Online application: Please visit the CEIBS Executive Education website at <http://exed.ceibs.edu>, then select the programme you want to take and click “**Apply Now**” to apply for the programme; or
- Please call the CEIBS Customer Service Team for a printed Application Form, then fill in the form and send it to the CEIBS Customer Service Team by fax, email or mail.

Applications are requested at least 30 days before the programme start date. Applications are reviewed as they arrive and admissions are subject to the final confirmation of CEIBS. Any applications received after that date will be considered on the basis of space availability. For more information, please contact our Customer Service Team in Shanghai, Beijing or Shenzhen.

### Cancellations

Any cancellation made 30 days or more prior to the programme start date is eligible for a full refund of programme fees paid. However, any expenses arising therefrom shall be the responsibility of the applicant or his/her employer. Any cancellation made fewer than 30 days prior to the programme start date shall be subject to a fee of 20 percent of total programme fees. After the programme begins, no fees shall be refunded for participants who withdraw from the programme for any reason.

### Contact Information

Customer Service Team	Customer Service Team	Customer Service Team
Executive Education Department	CEIBS Beijing Campus	CEIBS Shenzhen Representative
China Europe International Business School	No.20, Zhongguancun Software Park, 8 Dongbeiwang West Road, Haidian	Office 8F, RongChao Business Centre Block
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