

EXECUTING YOUR STRATEGY

How to Break It Down and Get It Done

MARK MORGAN, RAYMOND LEVITT and WILLIAM MALEK

MARK MORGAN is a consultant, keynote speaker and educator. He is chief learning officer at IPSolutions Inc. and practice director at the Stanford Center for Professional Development. Mr. Morgan has over twenty-five years experience assisting companies to convert strategy into action and has worked with a number of *Fortune 50* companies worldwide.

RAYMOND LEVITT is professor of civil and environmental engineering at Stanford University. He is also coordinator of Stanford's Construction Engineering and Management program. Dr. Levitt was previously on the faculty of MIT and serves as a director of Design Power Inc., Vite Corporation and Visual Network Design, Inc. Dr. Levitt is the coauthor of several books including *Construction Safety Management* and *Knowledge-Based Systems in Engineering*.

WILLIAM MALEK is strategy execution officer at Strategy2Reality LLC. He is a former program director for Stanford University's Advanced Project Management program. Mr. Malek, a graduate of Capella University and the University of Southern California, Santa Barbara has more than twenty-eight years experience in strategic planning, management consulting and organizational alignment. He has served as CEO of IPSolutions Inc. and has facilitated senior management teams at Qualcomm, Cisco and McKesson.

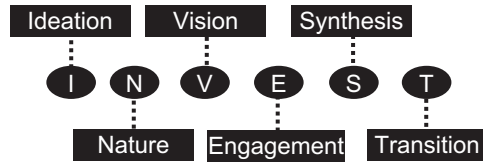
The Web site for this book is at www.executingyourstrategy.com.

SUMMARIES.COM is a concentrated business information service. Every week, subscribers are e-mailed a concise summary of a different business book. Each summary is about 8 pages long and contains the stripped-down essential ideas from the entire book in a time-saving format. By investing less than one hour per week in these summaries, subscribers gain a working knowledge of the top business titles. Subscriptions are available on a monthly or yearly basis. Further information is available at www.summaries.com.

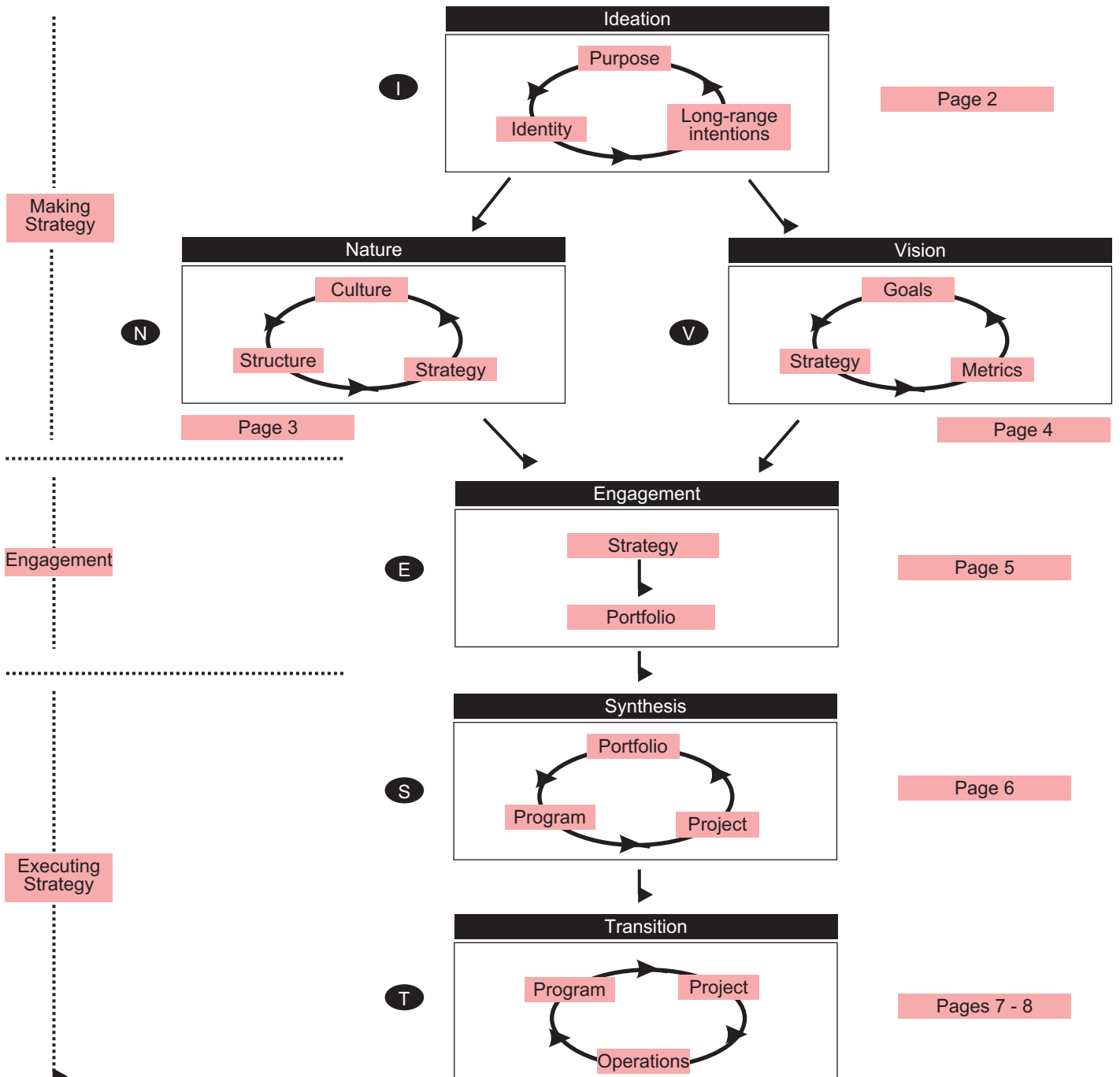
MAIN IDEA

The days when executives could concentrate on formulating brilliant corporate strategy which was then left to others to work out how to execute are probably gone forever. Even brilliant strategy when coupled with mediocre execution always ends up generating disappointing results. Today, corporate strategy needs to be carefully aligned with the actual day-to-day activities of the organization and deliberate investment in the right projects in order to produce superior results.

To be more specific, strategic execution will only happen when six essential domains are in alignment with each other and also with the external environment:



To execute better, work at creating better alignment between the six I•N•V•E•S•T domains for your organization.



Summaries.Com

The Ultimate Business Library



We condense **300+ page** business books into **8-page** summaries.

By reading summaries, you'll get the **key ideas** in **30 mins**, so you can spend more time turning your ideas into **dollars**.

Knowledge is Power — Invest in Your Future

For just **\$2 per week**, you will...

- Learn from the mistakes and success of the smartest people in business;
- Get fresh ideas, strategies & motivation that could be worth millions to you;
- Follow emerging trends, so you can catch the wave before your competitors do;
- Catch up on the classics you always wanted to read.

1,000 Top Business Book Summaries

Our catalog includes summaries on a range of topics for aspiring entrepreneurs, managers, and consultants.

BUSINESS PLANS

MANAGEMENT

PRESENTATIONS

SALES

LEADERSHIP

MOTIVATION

STRATEGY

AND MORE

