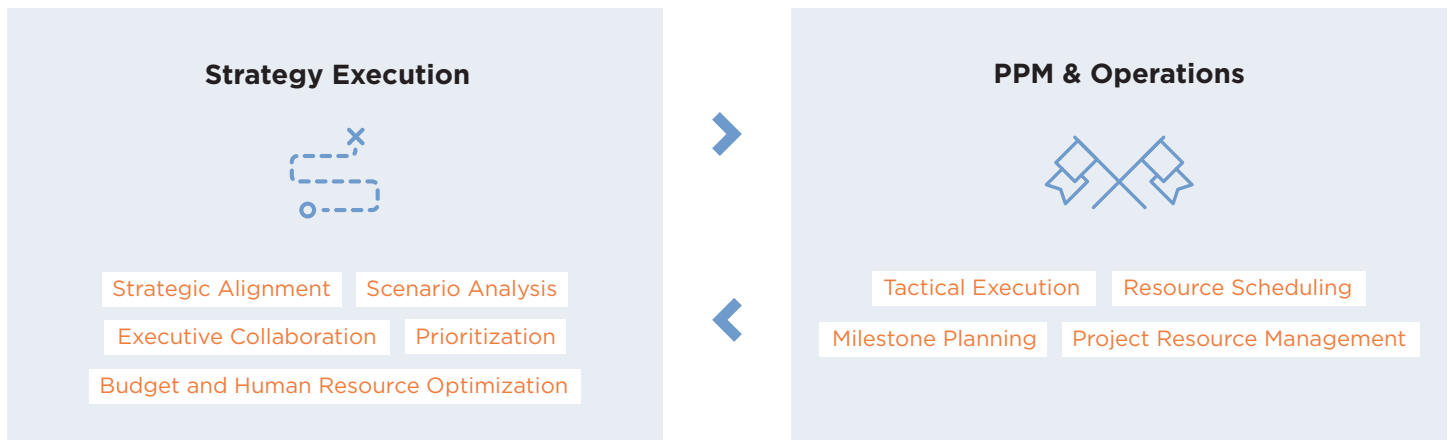


## STRATEGY EXECUTION

**It's time to do it right, your success demands it.**

You've been hearing analysts talk about Strategy Execution for a few years now. You've seen vendors touting the term and software solutions pop up at events. However, you've ignored it because you have a process, spreadsheets, and a PPM system. You're good, right? Sadly, the answer is no. It's time to take Strategy Execution seriously. If you haven't been asked to move resources to more strategic and transformational programs, or asked to take 5% off the bottom line to fund growth, you will. It's time to not only get started with Strategy Execution, but do it right. Start making the hard choices based on your organization's strategy, identifying the best opportunities for transformation or cutting, and involving business stakeholders in the process. Start doing Strategy Execution right. It's time.



### What is Strategy Execution Exactly?

Has there been a new technology term introduced recently that seems to combine two more dissimilar words than “strategy” and “execution”?

Probably not. So often, those two words are used very differently by organizations and applied to two very separate organizations. The leadership team “does strategy” and the delivery team “does execution”. Many of your organizations probably still operate like that today. But it's become clear that as organizations look to technology as the accelerant for transformation and growth, the two topics can no longer exist separately. IT executives are being asked to not only deliver general IT services successfully, but also PUSH the organization towards its digital, transformational goals and make the strategy of the organization a reality.

Strategy Execution is how organizations ensure that the execution of initiatives, programs, projects, and resources enables the strategy of the organization to be possible. Strategy Execution ensures that ANY investment or resource decision (in IT or otherwise) actually STARTS by considering the strategic direction of the organizations. The strategic elements that the organizations needs to not only survive, but to win by achieving its goals. From there, portfolios of capabilities, investments, projects, and resources are built to make the best possible run at the strategy. Strategy Execution creates the actual impact and alignment of strategy with execution. Something MOST organizations only talk about but don't achieve.

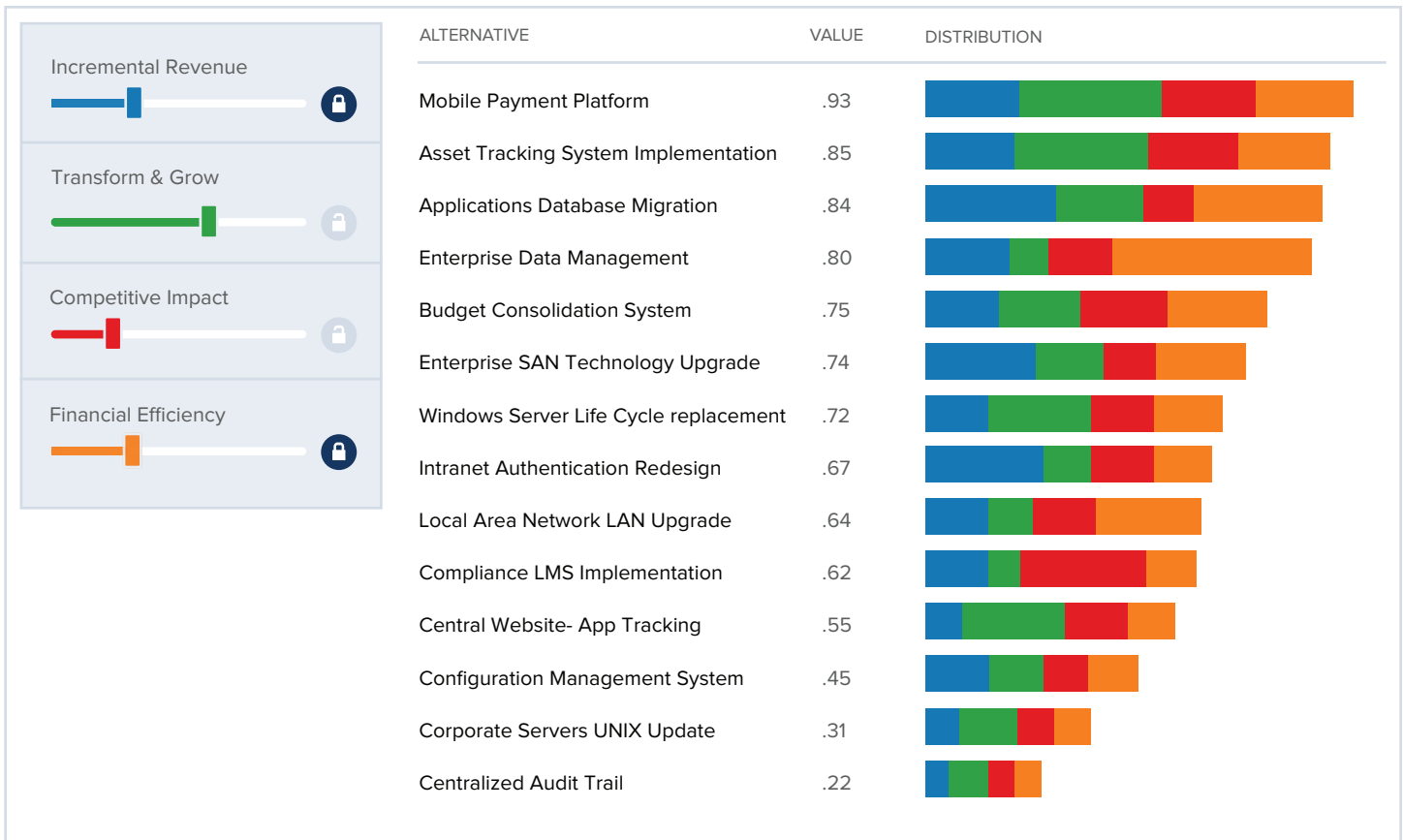
Specifically, Strategy Execution consists of the necessary tasks (*impact, analysis, prioritization, and optimization*) to completely align all investment and resource decisions with the strategy of the organization.

## Why is Strategy Execution Important?

Strategy Execution tends to be an afterthought for most organizations. Something they think about AFTER activities are in motion as part of reporting on how projects fit into the stated strategy of the organization. But when resources are short and ambitions are high, that's no longer good enough. Organizations are looking to grow and transform faster than ever. Major digital and transformational programs are being planned at the highest levels of the organization to achieve that transformation. The resources (budget and people) that will be used for them are being plucked from existing activities. It's not good enough anymore to simply use the resources that are on the bench or have a meeting to pick a project or two to cut. It's not good enough anymore to decide how projects in motion "fit into" the strategy after they are running. And it's not good enough anymore for PMOs to simply report monthly on the success or timeline of projects.

### Strategy Execution makes it possible to:

- + Truly put your strategy into objective measures to assess impact and alignment.
- + Identify and fund those programs and initiatives that BEST push the strategy forward.
- + Identify and reallocate the resources necessary for growth.
- + Find low-value or misaligned investments and turn them into opportunities for reallocation.
- + Plan the optimal use of budget and people to achieve the strategy as quickly as possible with the resources available.



*Decision Lens Sensitivity Analysis helps you assess the true impact of projects against your strategic goals.*

## How Does Decision Lens Make Strategy Execution a Reality?

Decision Lens is focused 100% on delivering the key outcomes that make strategy execution successful at top organizations.

- ✓ **Strategic Alignment and Impact Assessment** — Turn your strategy into analytic data and apply it against your initiatives and programs to assess their true impact.
- ✓ **Business Engagement** — Involve the right stakeholders from around the business to ensure consensus, transparency, and buy-in.
- ✓ **Executive Collaboration** — Ensure leaders from around the organization are seeing things the same way and engaged together in the hard choices.
- ✓ **Strategy-based Prioritization** — Identify and select the exact initiatives and programs that will deliver the highest strategic return.
- ✓ **Scenario Analysis** — Dynamically look at different strategic scenarios and funding scenarios to make the smartest choice for your organization.
- ✓ **Budget and Human Resource Optimization** — Use intelligent algorithms to identify the smartest path to take with the resources available.

# How Does Decision Lens Deliver Strategy Execution Better than Spreadsheets and PPM Systems?

Decision Lens is the only software built 100% for Strategy Execution.

The “DNA” of Decision Lens is based in Strategy Execution, specifically in Decision Science, Collaboration, and Scenario Analysis, as opposed to every other solution in the market that was founded in project management, service management, or data reporting. From inception, Decision Lens was built for executives and portfolio owners who are forced to make hard decisions and trade-offs about resource allocation and funding. Decision Lens provides the solution they need for assessing strategic impact, collaboratively involving stakeholders, and comparing scenarios of allocation options to see what is best for THEIR specific environment. Decision Lens is also the only solution that gives portfolio leaders the place to CREATE data about strategic impact and business value where none currently exists and can be the system of record for that new set of data. Whereas other solutions only incorporate historical data on projects or scheduling data on resources, Decision Lens enables the CREATION of data that organizations need for making FORWARD-looking decisions in strategic planning, project prioritization, and resource allocation.

Because Decision Lens is 100% built FOR Strategy Execution, there's no unnecessary functions, features, or licensing requirements that muddy the search for insights around strategic planning and resource optimization. Strategy Execution is all Decision Lens does. R&D and engineering resources are never spent on anything BUT improving the way organizations make the strategic (and hard) portfolio decisions.

“Organizations are realizing that executing strategy effectively in the digital age requires a new set of tools and practices. Transformation leaders and EPMO leaders should consider investing in strategy execution software to help close the ever persistent ‘execution gap.’”

**Gartner: Market Guide for Strategy Execution Software, September 21, 2016**

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