

Transforming Strategy into Action TCGen Inc.

The Power of Transforming Strategy into Action

In many companies there is a schism between strategy and results. Hours spent in planning and devising critical strategies often fall short when business plans are shoved into desk drawers, quarterly goals are vaguely communicated throughout the teams and metrics are not tied to results. The techniques to transform strategy into action bridge that schism, and allow organizations to focus on a few critical areas to ensure the results reflect the business objectives of the organization.

Industry Expertise

TCGen is a recognized expert in the field of transforming strategy into action. Their extensive knowledge has helped many fast paced Fortune 100 companies implement strategies by effectively mobilizing teams to action. The notable accomplishments include:

- Founded and Chaired Management Roundtable's Conference series on metrics
- Delivered seminars and workshops to corporations, MIT, Stanford and other universities
- Published papers for the Harvard Business Review, IEEE, and other publications
- Clients include: Apple, Abbott, AOL, Bose, Cisco, IBM, 3M and others

Essential Elements of a Successful Strategy Transformation

Transforming strategy into action does not have to be complicated. At its core is the ability to communicate a common vision of success, provide clarity and focus, and transform measureable objectives into daily actionable deliverables. Some of the essential elements include

- Quantifiable strategies with measurable results
- Well defined product roadmaps that reflect corporate objectives
- Organizational scorecards to ensure alignment to priority & need
- Common language across all levels of the organization

Process for Transforming Strategy into Action

TCGen works with clients to bridge this gap between strategy and action. Utilizing a combination of tools, customized to provide the highest value solution, we work with clients to identify the "gaps" or pain points that have been disconnects in your past execution plans. Sequence of steps include

- Post mortem processes to identify and assess past pain points
- High impact organizational alignment techniques that quickly identify gaps in priority, resources and delivery
- Scorecards to increase communications and accountability
- Reward systems that reinforce contribution and accountability at all levels for the organization

For more go to www.tcgen.com