

# Your Strategic Execution Dashboard

(to get results)



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## Your Strategic Execution Dashboard was made to be Simpler

Professional Practices, Plans and Projects have strategies that are typically easier to conceive but harder to achieve. They are usually too complicated to implement well.

This simple Strategic Execution Dashboard will give you 5 steps to help you and everyone involved in the implementation, so you can accomplish the goals and fulfill the mission of your plans or projects. Focus and Balance are the two essential ingredients to succeed.

Effective Strategic Execution needs a simpler way to foster Alignment and Accountability.



## Step 1

# Mind the Mission

At the intersection between your work and your clients needs is the Value Proposition (VP) that you are offering and your clients accept. It is around the Value you are creating and adding that a Meaningful Mission is defined: what do you do, for whom. to get what, and why. This will guide your and your teams in achieving results in a dynamic way: balancing and coordinating the four key areas of your work.

*(If requested, Mission templates and examples could be sent to you)*



## The Marketing Mission

Without having to define what Marketing is for you and your work, one of the essential activity areas is understanding and supporting the Market where you are working. This includes:

- Geographical or digital areas where your prospects are
- Relationships with current clients: their Issues and challenges
- Competitors and their strategies: Our Unique Offering
- Messages that address the Value you are offering

After crafting the Mission for the Marketing area, the 3 to 5 most strategic objectives and measurable outcomes could be mapped in the following card, including a deadline and an individual who will accountable for the results. Specific initiatives could also be added. The status column will be used to keep track of the progress in time.

MARKETING	MARKETING MISSION (Market)	OBJECTIVES	MEASURES	DATE	WHO	STATUS	INITIATIVES

## Step 3

# The Managing Mission

Managing is delivering the promise of marketing. Its main strategic effort is in the engagement, organization, and coordination of resources and human talent by adopting and adapting:

- Processes
- Systems
- Communication
- Reporting

After crafting the Mission for the Managing area, the 3 to 5 most strategic objectives and measurable outcomes could be mapped in the following card, including a deadline and an individual who will accountable for the results. Specific initiatives could also be added. The status column will be used to keep track of the progress in time.

						MANAGING MISSION (Processes)	MANAGING
INITIATIVES	STATUS	WHO	DATE	MEASURES	OBJECTIVES		

## Step 4

# The Measuring Mission

Measuring is critical for every activity because it supplies data to make quality decisions. Different metrics require different indicators, but the essentials are quantity, trend on time and percentage of the minimum resources

- Financial
- Time
- Impact
- Capacity

After crafting the Mission for the Measuring area, the 3 to 5 most strategic objectives and measurable outcomes could be mapped in the following card, including a deadline and an individual who will accountable for the results. Specific initiatives could also be added. The status column will be used to keep track of the progress in time.

INITIATIVES	STATUS	WHO	DATE	MEASURES	OBJECTIVES	MEASURING MISSION (Finances)	MEASURING

## The Mastering Mission

Mastering is about the leading, learning and growing the individuals involved and the organization as a whole. In a world that is continuously changing as an accelerating rate, capacity building, innovation development, and agile flexibility are based on:

- Professional Development
- Leadership Skills
- Creative Design Thinking
- Collaborative Capabilities

After crafting the Mission for the Mastering area, the 3 to 5 most strategic objectives and measurable outcomes could be mapped in the following card, including a deadline and an individual who will accountable for the results. Specific initiatives could also be added. The status column will be used to keep track of the progress in time.

MASTERING	MASTERING MISSION (Leadership)						
		OBJECTIVES	MEASURES	DATE	WHO	STATUS	INITIATIVES

## Summary

# Strategic Actions Dashboard

Successful implementations require two things: Focus and Balance.

The Strategic Actions of every area must be well integrated to get the best results. It is like any sport team: every individual and part of the team needs to be aligned and coordinated to win.

Having all this information together is also very helpful to monitor the priorities, progress, and accountability of your plan and actions.

Do you want to receive this one page in a printable 11x17 form?

It is a document that, once if filled out, could be folded and filed in a letter format, or could be put on your wall (or computer screen) for easier view and monitoring in a coordinated and balanced way.

Request a copy at: **INFO@Partnergies.com**

**MARKETING**

OBJECTIVES	MEASURES	DATE	WHO	STATUS	INITIATIVES
MARKETING MISSION (Market)					
.....					
.....					
.....					
.....					
.....					
.....					

CLIENT PAINS: \_\_\_\_\_

CLIENT NEEDS: \_\_\_\_\_

INITIATIVES	STATUS	WHO	DATE	MEASURES	OBJECTIVES

STRATEGIC PURPOSE: \_\_\_\_\_

STRATEGIC VISION: \_\_\_\_\_

**MASTERING**

OBJECTIVES	MEASURES	DATE	WHO	STATUS	INITIATIVES
MASTERING MISSION (Leadership)					
.....					
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.....					
.....					
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.....					

INITIATIVES	STATUS	WHO	DATE	MEASURES	OBJECTIVES

MANAGING MISSION (Processes)

**MANAGING**





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# Still concerned about your situation today?

Let us know and we will help you.

Our tools and experience may give you what you need.

Sometimes our blindspots get in the way and a brief phone conversation could make a difference in executing a new plan or project.

And there is no obligation from you afterwards.

What do you have to loose?

Submit your request by clicking the button below and schedule a time that is most convenient for you.

*(You will get the 11x17 Strategic Execution Dashboard)*

**CALL ME TO DISCUSS IT!**

**Attract**

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