

# Growth Unlocked: Closing the Strategy- to-Execution Gap

1 in 3 

strategic initiatives fail due to poor execution, limiting a company's growth potential.<sup>1</sup>



Companies must close the strategy-to-execution gap to realize a nearly

**40%** greater return on investment.



## To do this, companies must apply 3 Key Building Blocks

1

### Continuous Executive Alignment

CEOs must overcome “head nods” and spur deeper, continuous leadership buy-in.

2

### License to “Kill” Projects

Business leaders must have the company's permission to decide where to focus and what to stop.

3

### Eliminate Legacy Behaviors

Managers must have the right tools to stop behaviors that divert from the overall strategy.

Failure to close this gap could cost companies

**50%** of their cumulative cash flow from new growth investments.

Strategy

Execution

<sup>1</sup>Economist Intelligence Unit, “Why Good Strategies Fail: Lessons for the C-suite,” *The Economist*, 2013, [http://www.pmi.org/-/media/PDF/Publications/WhyGoodStrategiesFail\\_Report\\_EIU\\_PMI.ashx](http://www.pmi.org/-/media/PDF/Publications/WhyGoodStrategiesFail_Report_EIU_PMI.ashx).