STRATEGY EXECUTION PROFESSIONAL CERTIFICATION (SEP)



Turn strategic plans into aligned actions and measurable results.

Develop the knowledge and skills to improve strategy execution across your organisation. Learn how to connect leadership, performance culture, operational planning, strategic projects and performance information to support the achievement of strategic objectives.

ACCREDITATIONS:

Balanced Scorecard Institute

RELATED CERTIFICATIONS

- Balanced Scorecard Certification
- KPI Certification

COURSE OVERVIEW

A strategic plan provides direction. Successful execution requires leaders, people, processes and resources to work together towards clearly defined results.

The Strategy Execution Professional (SEP) Certification course explores the management practices needed to translate strategy into action. Delegates learn how to clarify responsibilities, align operational plans, prioritise projects and use performance information to guide decisions.

COURSE DELIVERY METHODS

In-Person Training (Onsite)
5 day training

In-Person Training (Public)
5 day training

Virtual Instructor-Led Training
5 × 8hr tutorials

OBJECTIVES & TOPICS



Learning objectives

By the end of the course, delegates will be able to:

- Explain the relationship between strategy development, strategic planning and strategy execution.
- Identify leadership and governance practices that support effective execution.
- Recognise cultural barriers to performance and identify ways to address them.
- Align corporate strategy with operational plans and employee contributions.
- Connect strategic priorities with capacity planning and budgeting.
- Prioritise strategic and operational projects.
- Clarify leadership and management responsibilities for strategic project delivery.
- Collect, verify and validate meaningful performance data.
- Communicate performance information clearly, visually and with appropriate context.
- Identify opportunities to improve strategy execution in their organisation.

Topics covered

- Strategy development, planning and management.
- Leadership responsibilities, governance, goal setting and strategic communication.
- Organisational culture and change management.
- Strategic alignment, cascading and operational planning.
- Capacity planning, budgeting and process improvement.
- Strategic project prioritisation and portfolio management.
- Strategy Management Office and Project Management Office roles.
- Performance measurement, data quality and business intelligence.
- Performance reporting and visual communication.

Five Strategy Execution Imperatives

The programme connects five essential areas: leadership and governance; performance culture; aligning and operationalising strategy; project and portfolio management; and performance analysis, reporting and informing.

Course modules

Session 1: Introduction and Overview

Understand the foundations of strategy and how they connect to execution.

- Explore the importance of strategy and a strategy-focused organisation.
- Clarify the terminology used in strategy development, planning and management.
- Compare approaches and models for developing strategy.
- Explore tools for creating clearer, more coherent and planning and execution.
- Introduce the five Strategy Execution Imperatives.

Session 2: Leadership and Governance

Explore how leadership and governance create the conditions for high performance.

- Identify obstacles to effective leadership and governance.
- Examine the attributes and principles of good leadership.
- Distinguish the roles and responsibilities of leaders and managers at different organisational levels.
- Apply principles of good governance.
- Learn how to set meaningful goals and communicate with clarity.

Session 3: Performance Culture

Understand how organisational culture supports or constrains strategy execution.

- Define and assess your organisation's culture.
- Explore how strategic communication contributes to a performance culture.
- Examine the contribution of change management.
- Identify the challenges of sustaining a performance culture and ways to overcome them.

Session 4: Aligning and Operationalising Strategy

Translate organisational strategy into coordinated plans and everyday work.

- Recognise organisational alignment and misalignment.
- Explore how to cascade strategy to operating levels and employees.
- Translate a corporate strategic plan into strategic operating plans.
- Incorporate strategic guidance into capacity and budget planning.
- Explore tools for improving processes.

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Session 5: Project and Portfolio Management

Connect strategic priorities with the projects needed to deliver them.

- Understand the contribution of project and portfolio management to strategy execution.
- Prioritise strategic and operational projects.
- Explore strategic project management practices.
- Clarify leadership and management responsibilities for successful project delivery.
- Report project progress and performance to inform strategy.
- Compare the roles and organisational arrangements of a Strategy Management Office (SMO) and a Project Management Office (PMO).

Session 6: Performance Analysis Reporting and Informing

Use performance information to support informed decisions.

- Measure and collect meaningful performance data.
- Verify and validate data.
- Transform performance data into information and business intelligence.
- Communicate performance information visually and add relevant context.
- Clarify responsibilities for performance reporting.
- Create and deploy reports that are useful and used.

Session 7: Course Summary

- Review the five Strategy Execution Imperatives.
- Summarise strategy execution best practices.

Session 8: Presentations and Wrap up

- Deliver delegate presentations.
- Review the final certification and course evaluation steps.



BENEFITS OF ATTENDING

Turn strategic priorities into coordinated action and measurable results. Strengthen leadership accountability and build a culture of ownership and performance. Align departmental plans, people, processes and resources with organisational strategy. Prioritise the projects that matter and use performance information to guide decisions. Develop a structured approach to identifying execution gaps and improving delivery.

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WHO SHOULD ATTEND?

Executives and senior leaders responsible for strategic direction, accountability and organisational results. Strategy and planning professionals who coordinate implementation and organisational alignment. Departmental and operational managers who translate strategy into team priorities and delivery. Project, portfolio and performance management practitioners who manage initiatives and monitor results. HR, organisational development, change management and Balanced Scorecard professionals who support effective strategy execution.



COURSE FACILITATOR

Mark Van Rooyen

Senior Partner & Lead Consultant

The course will be facilitated by Mark van Rooyen, who has trained many Bootcamps over the last 20 years, for various organisations. His experience in strategy, management and performance systems will ensure value for all delegates. His success in delivering many courses across the continent, and his understanding of various operational environments, make his presentation and training highly effective.

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