

Strategic Feat Simulation Strategy Execution



What is the Strategic Feat Simulation?

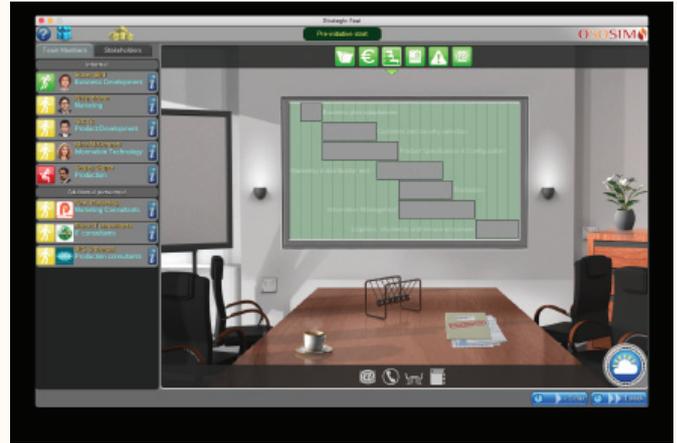
The Strategic Feat Simulation provides participants with an engaging and practical experience of implementing a major strategic initiative. It will test their agility and ability to implement change effectively and efficiently.

At the end of the simulation, participants will receive an assessment of the short and long-term business results of their strategic initiative based on how successfully they ran the execution of tasks, including how well they managed the team and incorporated the views of the stakeholders.

The simulation has been designed to be run either in a classroom or online, and can be delivered via the internet or installed locally.

There are three main phases of the strategy execution project and it is expected that, whether run online or in the classroom, the simulation will be paused after each phase to permit a debriefing session and discussion of related content and frameworks.

The **Strategic Feat Simulation** has been developed with Bettina Buchel, Professor of Strategy and Organization at IMD, and draws upon her latest book, *Smarter Execution*, co-written with Xavier Gilbert and Rhonda Davidson.



Simulation in Practice

The simulation takes participants through the execution of a strategic initiative in the sportswear industry. They are challenged to lead the implementation of a mass customization initiative for footwear in Europe. This consists of working with a cross-functional team to roll out the business plan from verifying the initial pilot results to full launch of the customized offering through retailers to the end consumers. Participants will take on the role of the strategic initiative leader and will need to work with their team members from different parts of the company, as well as interact with various stakeholders from within and outside the organization to successfully launch the mass customized offering.

Strategic Feat Simulation Key Learning Outcomes

- **PROJECT AND CHANGE MANAGEMENT** crucial intertwined role for successful execution;
- **IMPORTANCE OF STAKEHOLDER INFLUENCE** on the value delivered by strategic initiatives;
- **COMMUNICATE EFFECTIVELY** with the team in a two-way process involving both giving and gathering information;
- **UNDERSTANDING THE RISK AND TRADE-OFFS** that arise during the course of implementation.

ABOUT THE AUTHOR



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He began his career in investment banking and then spent 10 years in strategy consulting. He was part of the leadership team that established Accenture Learning, focused on transforming and managing the delivery of learning and training for large corporations. He was a founding member of the EU's eLearning Industry Group.

Jonathan has an MA from Cambridge University and an MBA from INSEAD, France.

