



## THE 3-STEPS TO EXCEPTIONAL EXECUTION!

*Strategy Formulation/Goal Setting/Strategy Implementation*

### OBJECTIVE

According to research by Dr Kotter, which has been validated by other studies, only 5% of all organisations fully implement their strategies successfully.

Plus, 70% of strategic initiatives fail to meet their objectives. The remaining 25% has some middling success, but does not meet the full potential of the strategy devised.

The objective of this Masterclass is to address this issue and demonstrate how to increase the effectiveness of Executing Strategic Plans and Goals.

### CONTENT

Many CEO's, MDs and Directors are frustrated by the level of execution within their organisation. All too often, great plans are made but are not fully carried out.

During this very interactive Masterclass, Pete will share "The 3 Step System".

The purpose of having this system is that both Strategic Directors and Senior Teams can understand the steps needed to ensure Plan Execution.

The Masterclass begins with interactive exercises immediately to challenge all participants and get everyone to think critically about their current Execution Excellence.

Live real-world examples are shared from organisations that have failed to execute, and the true cost of that failure is discussed with the group. Pete then goes on to demonstrate the 3 Step System's main components and has exercises for each step so that all participants understand fully the system and how it can apply to their own plans and organisational strategies. Clear action steps will be shared by the group, so an immediate effect on the organisation will be experienced.

### THE END RESULT

By the end of the Masterclass participants will have:

- Carried out an "Execution Analysis".
- A thorough understanding of the 3-Step System.
- Addressed the 4 key questions to clarify the plan's OUTCOME.
- Identified internal actions needed to establish the 2 key SYSTEMS needed to execute consistently.
- Address the vital components to ensure the full TEAM is responsible, engaged and developed to execute the Plan or Strategy.
- Completed the 3-Step System Analysis sheet and have simple actions identified to take when the attendee is back in the business.



### ABOUT PETE WILKINSON...

Pete's professional career started 22 years ago with senior management roles in retail. Pete has managed a large team of 300 people along with having P&L responsibility for a £30m business. Pete has also run his own retail business with a much smaller team. He has an MBA from Newcastle Business School, is a Certified Practitioner of NLP and is also an Ironman Triathlete and a UK Special Forces Race Competitor.

Pete is massively passionate about professional people achieving their potential and spends his time in his business supporting Chief Executives and Managing Directors in a range of businesses from small Micro Businesses up to £130m Engineering Businesses.

He is experiencing brilliant business success by using the strategies he presents and coaches on himself. He manages his time between his family, giving presentations, his software business and still competes in endurance events with UK Special Forces.

- **FOCUSED TEAMS**
- **ROCKET-FUELLED RESULTS**
- **SIMPLE SOFTWARE**

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