



Program Management The Key to Strategy Execution

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WHAT MAKES AMPLIFY UNIQUE?

Strategy Execution Software for Global Enterprises

Amplify's strategic execution software empowers businesses to plan, manage, track, and optimize their transformation efforts efficiently.

- Business Transformation
- Post-Merger Integration
- Innovation
- Finance Transformation
- Sustainability
- Continuous Improvement
- Revenue Growth
- Decarbonisation



Two blue spheres of different sizes are positioned in the upper right corner of the slide. The larger sphere is partially cut off by the right edge of the frame, while the smaller sphere is fully visible.

What is Strategy Execution?

Strategy execution is...

... the implementation of a strategic plan in an effort to reach business goals and objectives.

It comprises the daily structures, systems, and operational goals that set your team up for success.

<https://online.hbs.edu/blog/post/strategy-execution>

Strategy execution is...

1% inspiration

99% perspiration

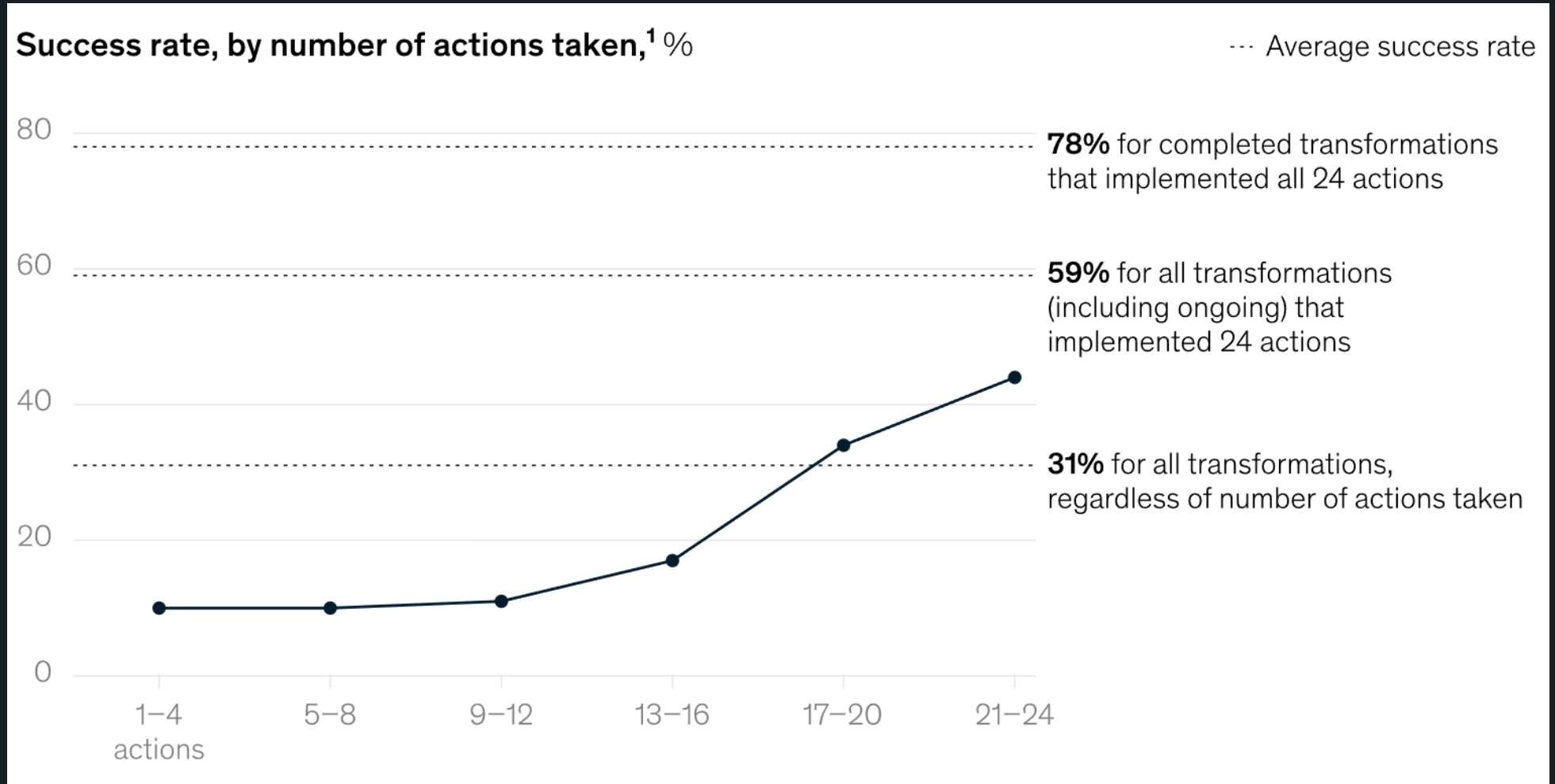
Why is Strategy execution difficult?

Top 3 issues impacting success:

- Poor communication of strategic objectives
- Lack of employee buy-in
- Ineffective risk management

<https://online.hbs.edu/blog/post/strategy-execution>

What's the success rate?



What factors influence success?

Doing these 3 things can double your chances of success:

- Executive-level Weekly Briefings
- Monthly or Quarterly Business Reviews of Performance
- Business Objective/Target Setting

<https://www.mckinsey.com/capabilities/people-and-organizational-performance/our-insights/successful-transformations>

5 Keys to Successful Strategy Execution



COMMIT TO A STRATEGIC PLAN

Before diving into execution, it's important to ensure all decision-makers and stakeholders agree on the strategic plan.



ALIGN JOBS TO STRATEGY

Optimize jobs for high performance by aligning tasks and responsibilities with organizational strategy.



COMMUNICATE WITH EMPLOYEES

Strategy execution depends on employees' daily tasks, so it's vital that they understand the organization's strategic goals.



MEASURE AND MONITOR PERFORMANCE

Strategy execution relies on assessing progress toward numeric goals. If metrics are down, reassess and pivot your strategy.



BALANCE INNOVATION AND CONTROL

While innovation is a driving force for company growth, don't let it derail your strategy execution.

So, what does this look like in practice?

People

1. Leader – CTO, CSO, COO
2. A SEO, PMO, TMO

Process

1. Program Management (outcomes)
2. Portfolio Management (resource allocation)

Tools

1. Excel (!) Powerpoint etc
2. Bespoke tools (McKinsey Wave, BCG Key, Amplify)

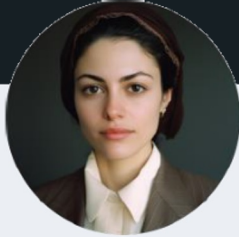
Program Management is...

... a framework for implementing business strategies, policies and initiatives, or large-scale change.

It provides a framework that integrates and reconciles competing demands for resources, and provides a focus for projects.

Managing Successful Programmes – UK Government

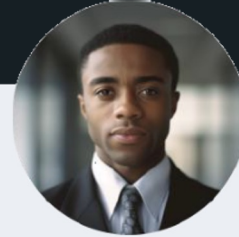
Program Management Team ...



Emma

Executive

- Is my strategic initiative on track to achieve its targets?
- Am I making the right decisions based on accurate information?



Peter

PMO/TMO

- What is the current status of my program?
- Which projects should I move forward with?
- How do I know where the active risks are so I can take action?
- How can I reduce my time training the team on how to use the software?
- How can I have confidence in my reports and quickly update Emma?

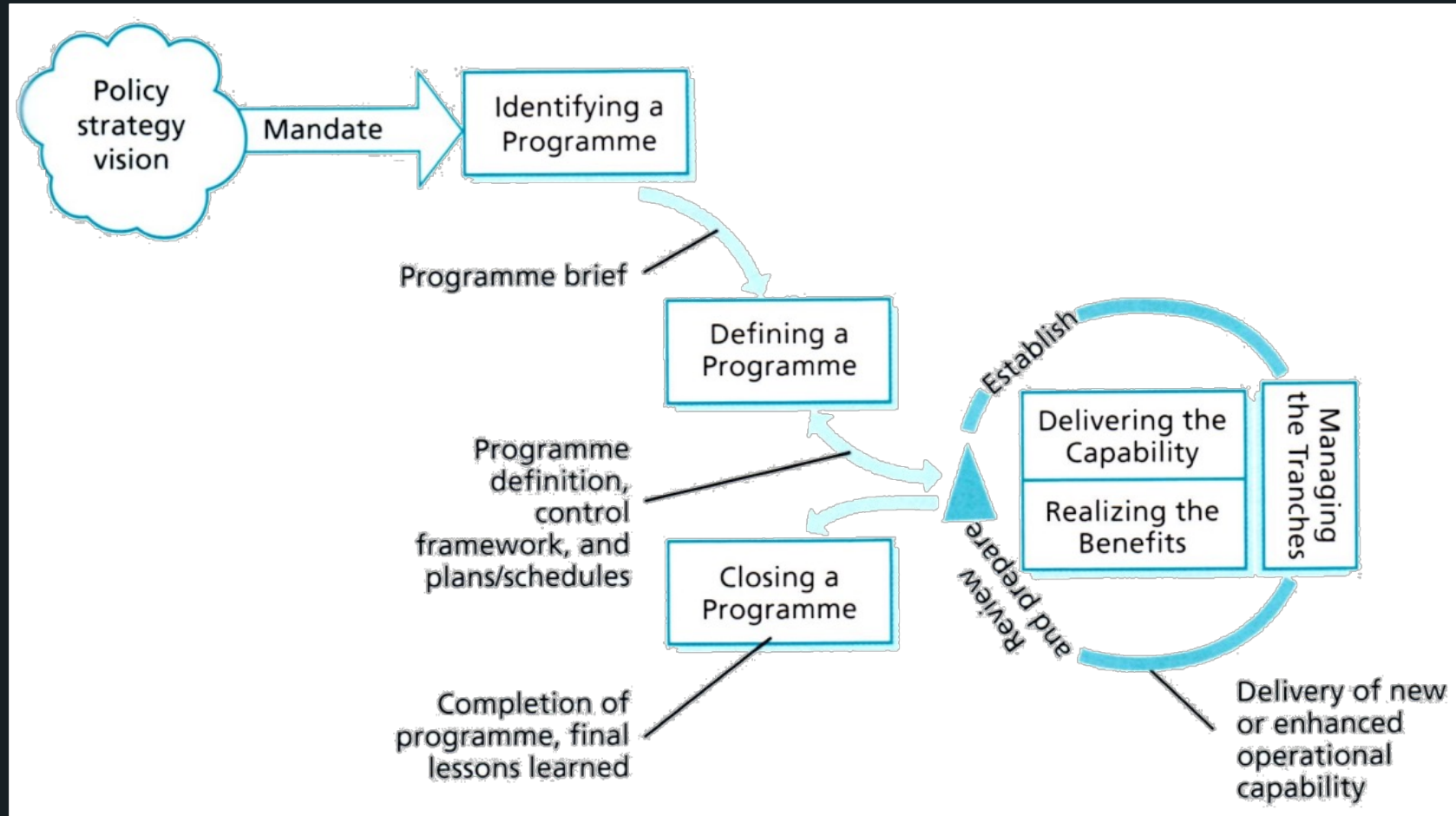


Ingrid

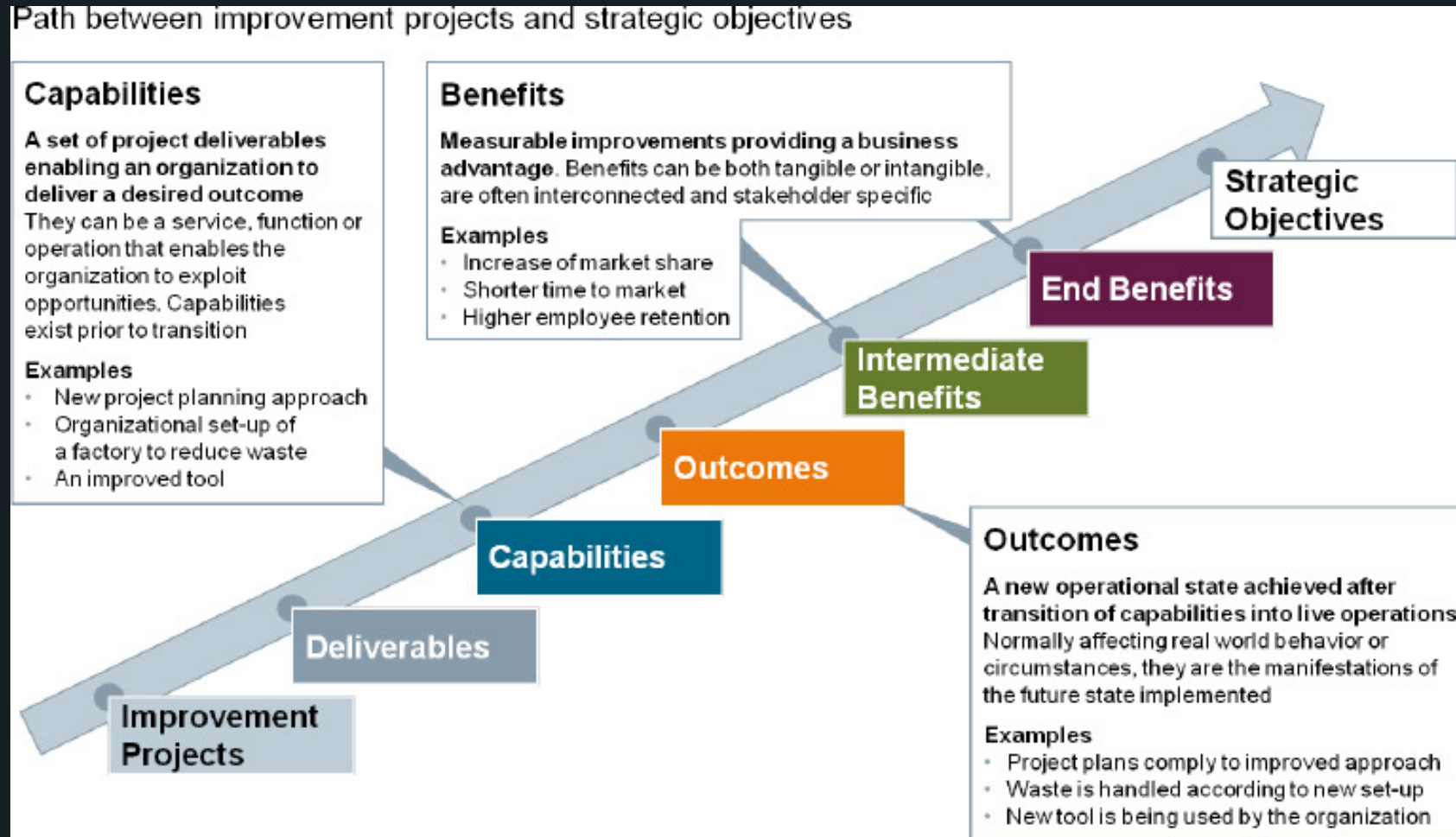
Initiative Owner

- How do I use this software and what parts are relevant to me?
- How can I easily enter and review the information I need so I can get back to my job or get home to my family?
- How can I make sure my project has the resources it needs to deliver?

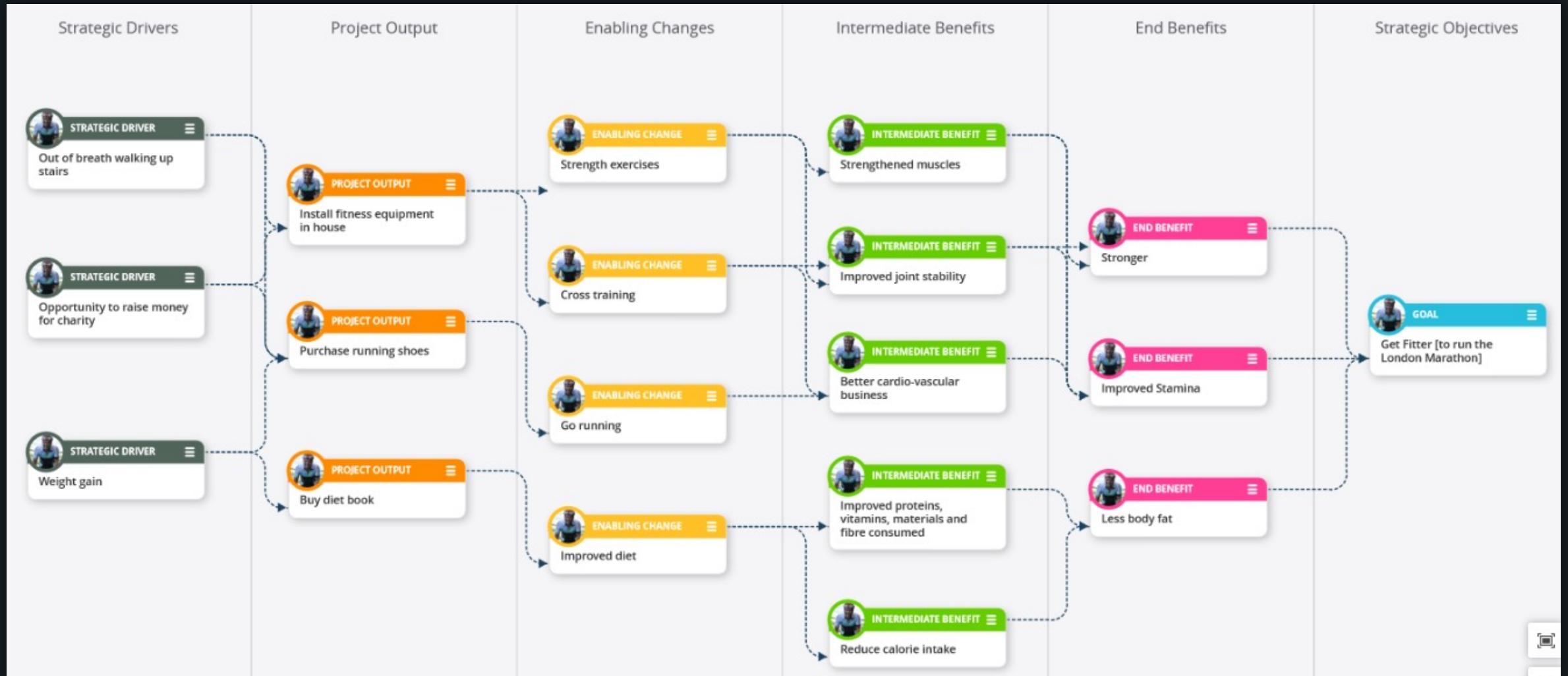
Top Down, then Bottom Up ...



How do projects contribute to strategy?



Example - Training for a Marathon





CASE STUDIES

CASE STUDY

Innovation and Sustainability at BHP

Amplify is supporting global innovation teams to find the critical resources necessary to drive the energy transition



THE CHALLENGE

BHP have aggressive operational, financial and environmental goals baked into their strategic plan.

They needed a way to performance metrics against targets across their global innovation portfolio.

With multiple innovation teams and subsidiaries BHP had difficulty tracking how innovation projects and programs were contributing to enterprise strategic goals.



HOW AMPLIFY HELPED

- Providing decision makers with access to real-time performance data.
- Executives can see progress against targets and updated forecasts.
- Can now take corrective action much sooner when lead indicators trend down.

CASE STUDY

Supply Chain Optimization at Pfizer

Amplify is supporting Pfizer to get their products to market at “Lightspeed”



THE CHALLENGE

- Pfizer’s Global Supply Chain includes 30,000 staff and 40+ manufacturing sites globally
- Ramping up to full production once a new product is approved was taking up to 18 months
- Covid-19 vaccines required a novel approach



HOW AMPLIFY HELPED

- Amplify provided executives with real-time visibility into the effect of change on manufacturing cycle times
- Cross-functional visibility of program risks help adapt to change with reduced disruption and cost.



Strategies for improving Program Management

- Encourage and foster collaboration and cross-functional teamwork – led by the SEO, TMO etc
- Invest in training and development for all program stakeholders so they understand and can perform their role
- Leverage technology and tools to support accountability, governance and transparency

Questions?

