



The independent platform for enterprise strategy execution and value creation

The Discipline to Stop: Why Outcome Driven Execution Fails Without It

Matt Williams, Founder, Amplify-Now

Discover Amplify

The catalyst for strategic success

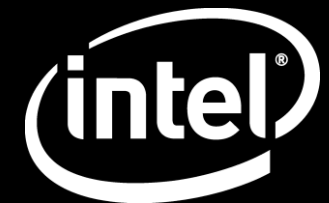
Strategy Execution Software for Leading Enterprises

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

Amplify can support all strategic outcomes, including:

- Value Creation
- Integration/Separation
- Finance Transformation
- Innovation / New Product Development
- Continuous Improvement
- Process Optimization
- Procurement Optimization
- Lean Six Sigma

Trusted by Leaders Worldwide to deliver Strategic Results



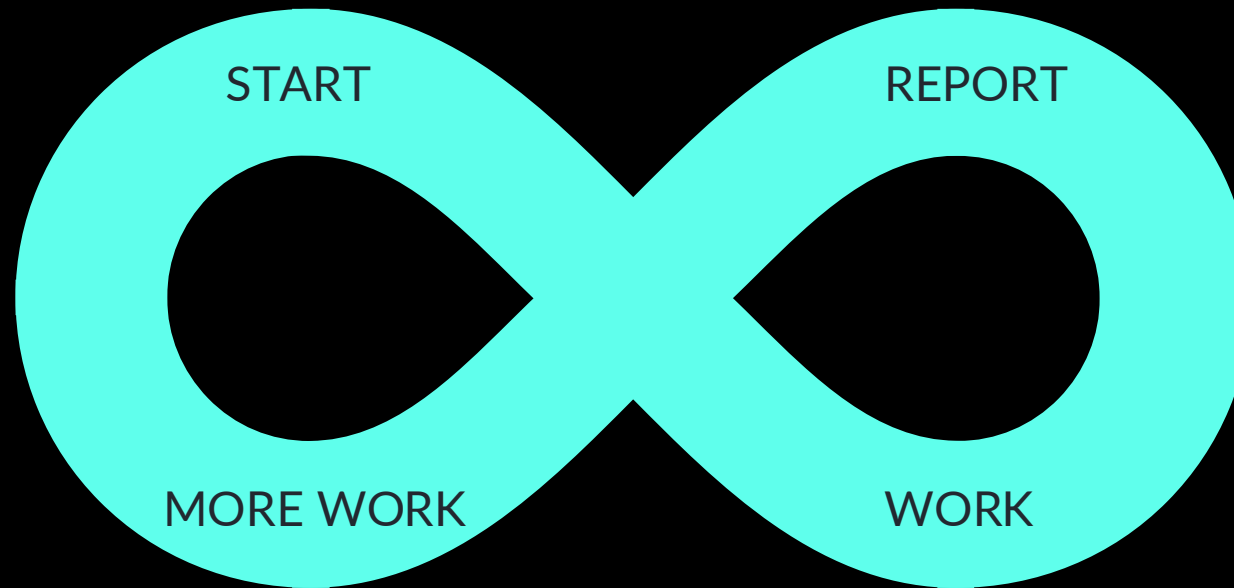
Busy ≠ Progress

What has changed?



Organisations are busy, but not necessarily moving forward

The Activity Trap



- More initiatives, less impact
- “Nearly there” never ends
- Green dashboards, flat outcomes
- Hard to stop anything

Why Governance Doesn't Fix It

More Structure \neq More Value

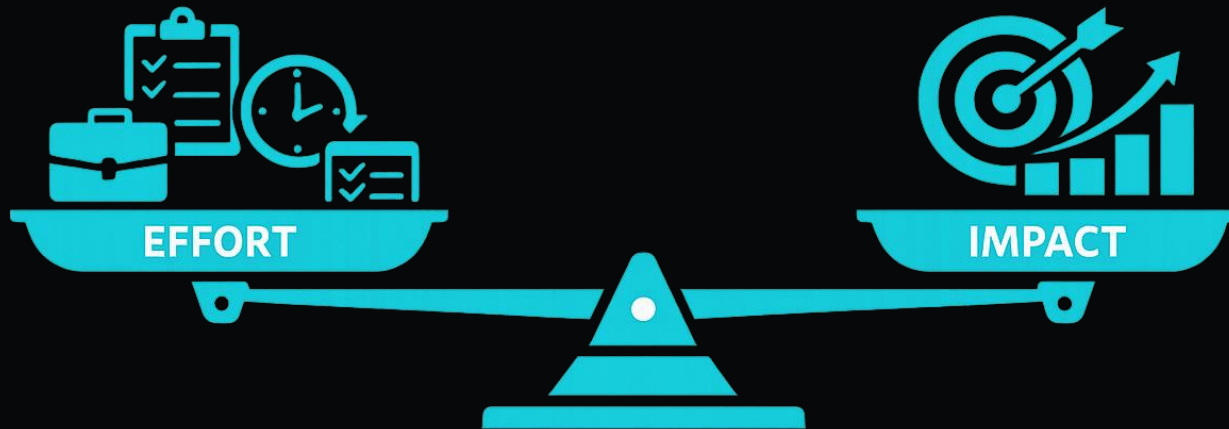
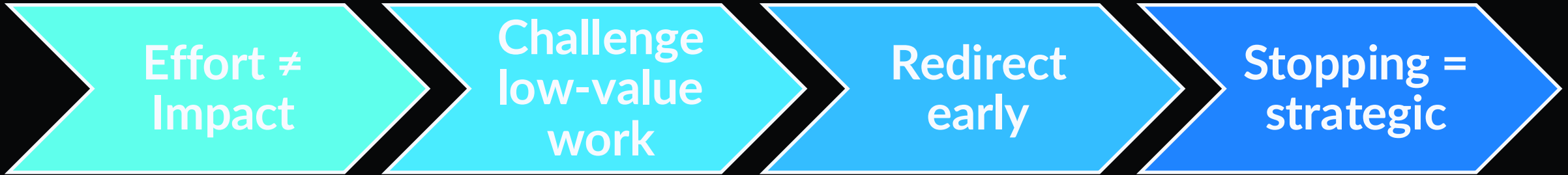
- **More reporting**
- **More cadence**
- **More control**

But...

Still no better outcomes

What Execution Discipline Means

It's not about doing more



The Mindset Shift

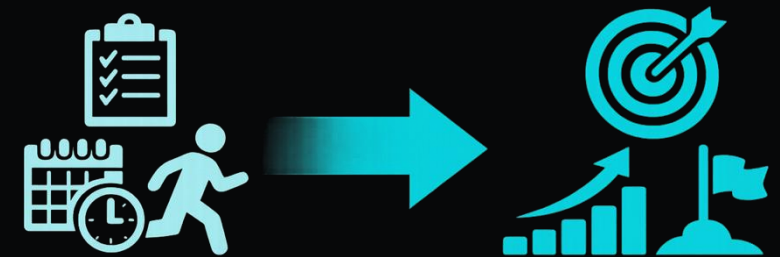
From Activity → Outcomes

Outcomes first

Evidence over optimism

Revisit decisions

Measure real change



Why Stopping is Leadership

This Is a Leadership Capability



Creates focus



Builds maturity



Enables faster learning



Reduces hidden waste

What Mature Organisations Do

Different Behaviours

01

Reassess
value
regularly

02

Make
stopping safe

03

Reward
impact

04

Align on
outcomes

FROM CLUTTER



CLARITY

Case Study: Marriott International

World's largest hotel chain moves to quarterly strategic planning and control

Marriott International, Inc. is an American multinational company that operates, franchises, and licenses lodging brands that include hotel, residential, and timeshare properties. Marriott International owns over 30 hotel and timeshare brands with 8,785 locations and 1,597,380 rooms across its network.

In 2024, in response to the highly uncertain business environment, Marriott moved from an annual strategic planning process to a quarterly one. Each decision is made based on 8 key company metrics.

They now have 4 opportunities each year to review and assess new ideas, as well as determine whether existing initiatives are meeting agreed targets.

This has resulted in more cancelled initiatives, but importantly, better results for the company in the 8 metrics that matter most to the long-term success of the company.

*Transformation succeeds when leaders stop work that isn't delivering value —
and redirect energy to what does.*

The Discipline to Stop

WHERE DOES YOUR ORGANISATION STRUGGLE MOST?

- Defining outcomes?
- Measuring impact?
- Stopping low-value work?

THANK YOU

