



Real Strategy Development & Execution

“Real Strategy” begins by **developing** a plan that makes sense every day. It thrives by empowering people to take it forward and identifying the resources, tasks, and connections needed to execute it well.

“Real Strategy” recognizes that successful plan **execution** requires that you

- ✓ operate efficiently,
- ✓ own decisions,
- ✓ build the right capabilities, and
- ✓ share information easily and with the right people.

Retaining M. Beacon Enterprises as your strategy partner gives you the best chance for succeeding in both strategy development and plan execution. Our approach, *Strategy for RealTM*, brings together big thinking and practical, on the ground application – and solutions that fit your business context.

Here’s how we work with your organization to make strategy real:

Develop and execute strategy

- Assess your strategy to understand how well it’s working
- Develop new strategies and/or translate what the corporation has asked you to do into operational strategies for your unit
- Link current initiatives to your strategy, suggest alternatives, or recommend deletions
- Ensure key leaders understand the strategy their roles in achieving it, and how to measure progress

Improve organizational effectiveness

- Assess whether you have the capabilities – and capacity – required for success and are using them in the most productive ways
- Diagnose whether the organizational structure supports effective business practices and management behaviors
- Link performance and career management to strategic business objectives
- Focus on core business processes from ‘end to end’ to improve performance

Build capabilities among individuals and teams

- Assist leaders to coach their teams to maintain focus on the most critical issues, to work effectively across organizational boundaries, and to respond positively to change
- Build individual leadership capabilities via executive coaching, offsite facilitation, and workshops
- Enhance effectiveness of teams (including Boards and leadership teams)



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Who we are:

Strategy for Real[™] is brought to you by M. Beacon Enterprises, LLC, a strategy development and execution consulting firm. We work collaboratively with clients to ensure that the results solve problems in a way that makes sense for your business. Doing so means you know where you are going *and* you are well-equipped to sustain the results long after we're gone.

Learn more about managing real strategy and discover whether you and / or your organization can benefit from better strategic thinking and action at www.Strategy4Real.com. Better yet, contact us directly at:

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