



## AT A GLANCE:

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## CONNECTING PEOPLE WITH STRATEGY



### WHAT'S THIS THEME ABOUT?

**“The problem with strategy is not in the thinking, it’s in the doing.”**

**- Paul Stewart, CEO of ON-Brand Partners**

Every organisation has a strategy, but many are not actually able to execute them. Once a strategic plan is developed, organisations often fall short as goals and priorities get lost as they are cascaded down the business.

Connecting People with Strategy is about inspiring, aligning and enabling people at all levels to work together more effectively to execute strategy. By ‘connecting people’ with the strategy, we provide purpose and focus to everyone’s role. When we understand where we fit and how we contribute, everything makes more sense.

Connecting People with Strategy goes beyond just understanding why we do what we do – it makes work meaningful.

### WHY IS THIS IMPORTANT?

A strategy is like a puzzle – a collection of different pieces that need to fit together to reveal the big picture. If everything in business were static, the puzzle would come together perfectly every time! The challenge, however, is that things change – and often too quickly, meaning the puzzle pieces expand, contract and sometimes even change shape.

This Management Matters theme helps managers understand the pieces of their organisation’s strategy.

### IDEAL OUTCOMES

‘Connecting People with Strategy’ is about our managers knowing:

- What our strategy is all about
- How a clear strategy contributes to an organisation’s success
- What their role is in executing the strategy

‘Connecting People with Strategy’ is about our managers being able to:

- Create a clear ‘line of sight’ between the strategy and their team’s objectives
- Align their team’s day-to-day activities with the direction of the business
- Enable teams to work more effectively to bring the strategy to life

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