



McKnight • Kaney
Strategy Execution

Strategy COACHING®

*One-on-One Support for Leaders in
Formulating and Executing Strategy*



"We wrote the book on strategy execution."®



Crucial support for managers and executives in “can’t fail” assignments

Strategy Coaching is a service for individual executives designed to help [them] create an “executable strategy” and to develop a strategy execution plan. In the process, they cultivate the support their vision requires and align their team behind those plans.

Strategy Coaching starts one-on-one but often becomes a group exercise where the coach works behind the scenes with an individual executive and then, together, they work with the leadership group that shares accountability for executing the strategy.

MKB strategy coaches are especially effective at aligning the visions of a group of top executives. Once the top group joins hands, we then support the team in engaging employees at the middle and frontline levels.

Strategy Coaching is for:

- Directors/Leaders
- Vice-Presidents
- CEOs and other “C” level executives
- New managers in key roles
- Hi-po’s

In dealing with these issues:

- Strategy (developing and executing)
- New team start up
- Executive team alignment
- Culture change
- Working the political system in positive ways

Strategy Coaching helps executives and their teams accomplish seven things:

1. Become vividly clear about the vision behind their strategy, i.e., how the organization will be different when the strategy has been fully realized and what business results will have been accomplished.
2. Pinpoint the most likely barriers to successful strategy implementation and create a plan that will address each barrier.
3. Identify the key stakeholders whose support will be required to realize the strategy and develop an approach to moving them in a supportive direction.
4. Build a coalition of support for the vision.
5. Build a detailed strategy implementation plan that identifies the key steps and milestones required to fully manifest the strategic vision and achieve results.
6. Design and install a performance metrics system to systemically reinforce change over time.
7. Engage employees.

The ROI of coaching can be over 700%

How Strategy Coaching differs from other types of executive coaching

Executive coaching is a generic term used to describe a host of services with differing objectives. Those services range from remedial counseling of under-performing executives, to new leader assimilation. On the other hand, Strategy Coaching has the primary purpose of helping executives articulate and implement their strategy effectively.

Coach Matching: Our Approach

The coaching research is vividly clear: chemistry contributes to coaching success. This is why we carefully assess the fit of the client's needs with a coach's style and expertise. In all cases, coachees can choose from at least two potential coaches. If neither seems right for the coachee, we provide additional bios. The coachee-coach match-up is always in the coachee's control.

Confidentiality

We adhere to the spirit of the American Psychological Association's ethical guidelines on confidentiality.

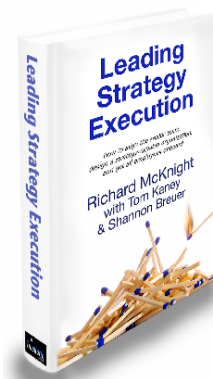
Principal MKB Coaches

RICHARD MCKNIGHT, PhD

Richard McKnight has consulted to CEOs, top leaders, and their teams for over 20 years. He has written extensively about strategy execution and is the author of *Victim, Survivor, or Navigator? Choosing a Response to Workplace Change*.

TOM KANEY

Tom has been SVP Human Resources for Medarex, Inc., SVP Human Resources for GlaxoSmithKline NA, a Principal consultant and performance management practice leader with The Hay Group, and a leader in HR at Subaru of America.



Every coachee receives a complete binder of supportive materials and a copy of this 300-page book



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