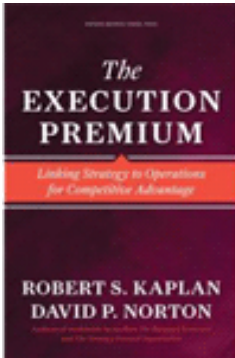


Execution Premium: Linking Strategy to Operations for Competitive Advantage



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In a world of stiffening competition, business strategy is more crucial than ever. Yet most organizations struggle in this area--not with formulating strategy but with executing it, or putting their strategy into action. Owing to execution failures, companies realize just a fraction of the financial performance promised in their strategic plans.

It doesn't have to be that way, maintain **Robert Kaplan** and **David Norton** in *The Execution Premium*. Building on their breakthrough works on strategy-focused organizations, the authors describe a multistage system that enables you to gain measurable benefits from your carefully formulated business strategy. This book shows you how to:

- Develop an effective strategy--with tools such as **SWOT analysis**, **vision** formulation, and **strategic change agendas**
- Plan execution of the strategy--through portfolios of strategic **initiatives** linked to **strategy maps** and **Balanced Scorecards**
- Put your strategy into action--by integrating operational tools such as **process dashboards**, **rolling forecasts**, and **activity-based costing**
- Test and update your strategy--using carefully designed **management meetings** to review operational and strategic data

Drawing on extensive research and detailed case studies from a broad array of industries, *The Execution Premium* presents a systematic and proven framework for achieving the financial results promised by your strategy.

Category: Publications