

Mobilize Change through Executive Leadership

A **Strategy-Focused Organization** mobilizes change when executives launch and manage a strategy-driven change process with visible energy and committed ownership. The typical executive champions a strategic change by establishing a sense of urgency, creating a guiding coalition, and developing a **vision** and **strategy** to guide behavior. After the change process is launched, a revised governance system navigates the transition, followed by more permanent structural changes in the management system which affect resource allocation and compensation.

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