

# **DYNAMIC EXECUTION FOR EXECUTIVES**

Innovative Concepts And Tools For  
The Achievement Of Strategic Objectives

**TOM SOMODI**



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# **DYNAMIC EXECUTION FOR EXECUTIVES**

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# Preface

**T**here is a major dilemma engulfing executives. C-suite executives have been delegated the primary responsibility of guiding an organization in establishing direction, objectives, and strategic execution that produces continuous upward trends in performance. However, the knowledge, tools, and methodologies used to accomplish these responsibilities have a terrible record of success.

From small- to large-scale initiatives, on-time strategic execution resulting in desired objectives within the anticipated budget has unacceptably high failure rates.

Upon reflection, many executives will admit that the risk of failed strategic development and execution is a major source of ongoing concern and frustration—and rightfully so. My observations, along with a review of the literature on failure rates, substantiates the reality behind these concerns.

There are indications that 65 percent to 75 percent or more of strategic initiatives completely fail or fail to reach expectations.<sup>1</sup> This is not a new phenomenon; in fact, there are indications that unacceptable failure rates have not improved for more than twenty to thirty years.

If, as the saying goes, “insanity is doing the same thing over and over and expecting a different result,” why do executives continue to use the