planview

Mapping the Pathway to Strategic Objectives: A UK Executive Perspective

The ability to pivot based on perceived market shifts is a decisive capability for effective strategy implementation. Still, most UK executives find their organisational agility is left wanting and the path forward littered with uncertainty.

In a research programme conducted by Economist Impact and commissioned by Planview, we surveyed:

600 executives

From **7** countries

Across **6** different industries

OF THE UK EXECUTIVES SURVEYED:

+

93% say their ability to adapt to change falls short *(highest of any region)*

80% recognise a need to improve goal-setting and performance-monitoring systems

87% recognise the need to improve data driven-decision making

−

Adding to the challenge, positive sentiment regarding crucial capabilities and aptitudes for effecting change was low, with UK executives reporting:

15% confidence in resource allocation to implement the effective change

13% confidence in the company's decision-making governance

Many of the responses also aligned with the top challenges UK executives said were hindrances to evaluating the progress of business strategy implementation initiatives:

TOP 3 UK INITIATIVE-TO-STRATEGY EVALUATION CHALLENGES

Data

Process

Metrics

Evaluating initiatives was not only a UK problem but also a unique challenge for executives worldwide. In each industry, across every region, three factors (data, metrics, processes) emerged as common challenges:

Industries Worldwide	Data issues	Metrics issues	Process issues
Business and professional services	27%	35%	23%
Financial services	25%	32%	34%
Healthcare and life services	32%	35%	41%
IT/technology	35%	27%	31%
Manufacturing	39%	32%	36%
Retail and FMCG	23%	33%	35%

In surfacing these organisational challenges to strategy implementation, we also uncover focus areas that can help point the way to improvement:

Align key stakeholders in strategy design and implementation

Drive accountability through targeted outcome-based performance metrics, monitoring, and holistic data management systems

Embed agility in strategy design, planning and implementation

Build a culture that reinforces strategic objectives

Embolden your organisation with the capabilities you need to drive effective strategy implementation with access to the full report

Download Bridging the Gap: Turning Strategy Into Reality

planview