



LINE-OF-SIGHTSM

IMPRINT TALENT
READINESS



THE NEED FOR ORGANIZATIONAL READINESS TO EXECUTE HAS NEVER BEEN GREATER



As employee morale declines or flattens out due to the relentless pressures of COVID-19, it is essential that leaders understand the readiness status of their organization's ability to execute their strategies and take advantage of recovery-driven growth opportunities.

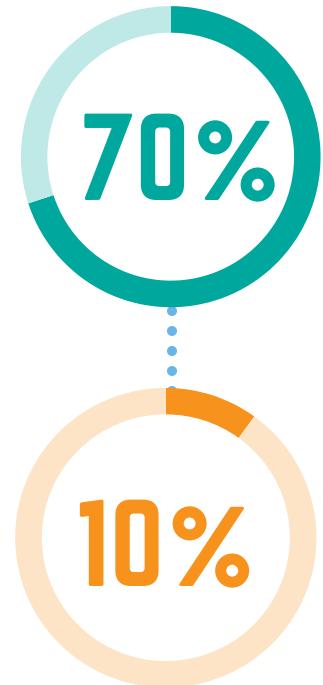
The concept of execution can now be scientifically measured by analyzing these key components: human capital, strategic understanding, activities and structure, leadership, balanced metrics, and market discipline.

"Execution is a specific set of behaviors and techniques that companies need to master to have competitive advantage. It's a discipline of its own."

Ram Charan and Larry Bossidy

THE SCIENCE OF EXECUTION

Execution excellence is arguably the most important aspect of strategy implementation and the greatest determinant of long-term organizational health.



Seventy percent of CEO failures come not as a result of poor strategy, but of poor execution.¹

Only 10% of organizations surveyed achieve at least two-thirds of their strategy objectives, with 36% achieving between 50%-67% and 54% achieving less than 50%.²

The top three reasons for implementation failures:²

- 1 POOR COMMUNICATION**
- 2 LACK OF LEADERSHIP**
- 3 USING THE WRONG MEASURES**

¹ Fortune Magazine

² Bridges Business Consultancy Int Pte Ltd Survey

A typical engagement survey covers less than 20 percent of the organizational-health elements that are proven to correlate with value creation.

A proper assessment of organizational health takes in everything from alignment on direction and quality of execution to the ability to learn and adapt.

In the largest research effort of its kind, McKinsey found that CEOs who insist on rigorously measuring and managing all cultural elements that drive performance more than double the odds that their strategies will be executed. And over the long term, they deliver triple the total return to shareholders that other companies deliver.

MARKET DISCIPLINE

STRATEGIC UNDERSTANDING



LEADERSHIP

Do the company's employees understand the strategy? Is it meaningful? Do they know competitors and how their own company is different? Where do they fit in?



BALANCED METRICS



ACTIVITIES & STRUCTURE



HUMAN CAPITAL

Do leaders communicate the strategy? Are they agents of change? What about the leader's credibility?

Does the company measure the things that really matter? Do their metrics keep employees focused on the right work? Are budgets aligned with strategy?

Do employees focus their time and effort on the right things/things that matter? Is strategy used to make choices and daily decisions? Is there too much emphasis on "best practices?"

Is there alignment between the talent management efforts and the company's strategy? Is knowledge being shared?

WHAT IS LINE-OF-SIGHTSM?



LINE-OF-SIGHTSM IS...

A provocative, compelling catalyst of the critical discussions leadership teams must successfully carry out on an ongoing basis to ensure they know where they are headed, what they are trying to achieve, and how they are doing in terms of making that happen.

An organizational health scan which assesses a company's baseline of readiness and ability to execute on the strategy in a brief, simple, and actionable 9-minute diagnostic survey which identifies execution strengths and gaps by focusing on the key components referenced in the figure on page 4.

An execution methodology, vs a strategy tool, which allows organizations to excel at strategic execution and a toolbox to align and communicate within your team and across all levels of the organization.

Learn more. [Click here to view the video.](#)

WHY SHOULD YOU ENGAGE WITH LINE-OF-SIGHTSM?

SIMPLY BECAUSE IT ALLOWS YOU TO:

Ensure alignment to execute on top priorities

Identify your organizational vulnerabilities

Target specific actions that will **deliver lasting results**

Leverage **data** to target resources that **improve execution**

Excel in the post-pandemic economy



Organizational health is a leadership mindset that applies data and discipline to build execution excellence.

WHY US?

Imprint Talent Readiness is committed to partnering with organizational leadership to leverage and align their strategies and resources to achieve results. For more than 18 years, they have applied science-driven insights to help global companies such as Phillips, Dell and Sherman Williams succeed. Imprint Talent Readiness understands what to analyze, how to analyze it and how to convert it to action.

Chris Quinn, Co-Founder and President, C-level executive and Vistage Chair, and Ana Quinn, Co-Founder, created the company with the mission of helping growth-minded clients find, manage, and value their talent. They are seasoned practitioners with experience working at and with Fortune 100 organizations, start-ups as well as academic and medical research institutions. They provide thought leadership and pragmatic solutions which convert challenges to actionable solutions by aligning organizational business strategies to its people strategies.

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**For more details and to get started,
[click here](#) to visit our website.**

