

B-202 Notes
Strategy Engagement
Update and Comments
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Organizations are more or less successful based on their **strategic agenda** for growth, performance and change. **People make strategy happen** through their engagement in everyday thought and behavior, and their focus on business results.

Strategy Engagement

Roughly fifteen years ago, our research team explored the connections between so-called strategic narratives and the deeper engagement of individuals and teams. **We defined strategy engagement as a function of five key elements:**

- *Intentional Learning and Discovery*
 - *Mindset Open to New/Next Ideas*
- *Discretionary Effort and Innovation*
 - *Readiness, Stretch, Persistence*
- *Commitment and Accountability*
 - *Attention, Focus, Measure*
- *Appreciation, Respect and Influence*
 - *Shared Values, True Confidence*
- *Systems, Arrangement and Order*
 - *Structures, Routines, Processes*

These elements reflect on corporate culture and leadership, and they encompass the **leadership character that enables strategy direction, integration and execution**. Simply stated, organizations depend on talented people who are seriously engaged in the aspirations and navigation of their strategic agenda. **People make strategy happen.**

More ... for Discussion.