

Strategy Execution Cycle

1. IDEA (AGENDA)

- If it's not on the agenda, it's not up for discussion.
- An elegant idea is worth more than a thousand semi-good ideas.
- Think through the idea before implementing

2. PLAN (EXECUTION)

- Ideas are yesterday, execution is today and excellence will see you into tomorrow.
- Plan your execution. Execute your plan.
- Ideas don't make you rich. The correct execution of ideas does.

4. FEEDBACK (IMPROVEMENTS)

- Feedback is the breakfast of champions.
- Average players want to be left alone. Good players want to be coached. Great players want to be told the truth.
- Mistakes should be examined, learned from, and discarded; not dwelled upon and stored.

3. HABITS (REPETITION)

- The single biggest problem in communication is the illusion that it has taken place.
- Success is the sum of small efforts - repeated day in and day out.
- If everyone is moving forward together, then success takes care of itself.

