Accelerate performance and improve results by increasing alignment, cohesion, engagement, and accountability.
Helping senior executives focus, integrate business and personal priorities, sharpen their leadership skills and overcome hurdles to better performance.

Strategic Focusing is our proprietary method for focusing leadership teams and entire organisations on the few things that make the greatest difference. We have implemented Strategic Focusing in some of the world’s largest corporations to focus and empower people, create fierce resolve and align organisational capabilities in the execution of strategy.

For more information about Oxford Leadership or to get in touch, visit us at:

www.oxfordleadership.com
What is Strategic Focusing®?

A powerful way to align and engage key players in determining the organisation’s future and creating fierce commitment to the execution of plans. Propriety method that aligns and focuses leadership teams. Co-creating a ‘plan to win’ that everyone understands and is passionate about achieving.

» Develop a common understanding of the current situation

» Help everyone see the big picture

» Appreciate the real issues and learn lessons from the past

» Define a common intention and create a sense of purpose

» Clarify the values and guiding principles for decision-making

» Create a pragmatic vision of success

» Provide an opportunity to influence the future

» Adopt a proactive posture and improved response-ability

» Identify root causes of barriers to effective execution

» Define clear goals and objectives in key result areas

» Provide a sense of direction, continuity and leadership

» Plug everyone into the system and provide standards of accountability for people, programmes and allocated resources

“Oxford Leadership has a deep wealth of knowledge and wisdom about the complex transformational challenges facing organisations and leaders today.”

Mats Lederhausen
Former CEO, McDonald’s Ventures

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How Strategic Focusing® Works

Strategic Focusing begins with deep diagnostics, situation analysis and fact gathering, followed by a 2-3 day facilitated workshop to strategies, action plans and accountabilities. These are followed up at 30, 60 and 90-day intervals to ensure commitments are kept and new behaviours become embedded.

When to Use Strategic Focusing®

We have successfully used the Strategic Focusing process with some of the world’s biggest corporations, including McDonald’s, METRO AG, Telefónica, BASF, Akzo Nobel, Novartis, Electrolux, HSBC, Santander, BP, Unilever and many others.

High-Performing Teams

» Define the team’s strategic focus and priorities

» Improve teamwork, alignment and accountability

» Solve critical problems or capture opportunities

Organisational Transformation

» Strategy execution and deployment

» Break through to new levels of performance

» Create a performance-driven culture

» Culture integration following a merger or acquisition
10-Step Strategic Focusing® Process

Strategic Focusing sessions can be run off-site with the team, or in a ‘town-hall’ setting with hundreds of people. For large groups we use Covision’s facilitation technology.

The 10 steps are:

1. **Understanding Context** - Gathering and analysing facts
2. **Developing Insight** - Identifying embedded habits and patterns
3. **Clarifying Intentions** - Developing a common and compelling purpose
4. **Defining Values** - Establishing boundaries and principles
5. **Visioning** - Imagining and defining ideal outcomes and end states
6. **Detecting Barriers** - Identifying obstacles and systemic root causes
7. **Making Choices** - Defining goals
8. **Making Decisions** - Selecting strategies
9. **Action Planning** – Identifying the few changes that will make the greatest difference
10. **Execution** - Relentless follow-up with 30-, 60- and 90-day milestones

“Oxford LeadershipTM has assisted us significantly in improving our strategic focus, whilst creating alignment and teamwork amongst our Group Management Team. This has contributed significantly to improved overall performance of the Electrolux Group.”

Keith McLoughlin
President & CEO
Electrolux AB

“The Strategic Focusing Process enabled us to build a new corporate culture based on trust and collaboration, focused on the development of the whole company.”

Rodrigo Loures
Chairman & CEO
Nutrimental Foods, Brazil

“The Strategic Focusing process provided our Cabinet and senior government leaders with essential methods for focusing on the right things and the willpower necessary to tackle the immense challenges this government faced when assuming office.”

Ramón Muñoz
Chief of Staff, Office of the President
Government of Mexico
The Oxford Leadership team helped us clarify our strategy options and guided us in executing a new focus for us.
Strategy execution amidst complexity and change - helping you align people and culture with strategy, for enduring success.

About Oxford Leadership™
Oxford Leadership™ is a global leadership consultancy that aligns people, purpose & strategy - driving socially responsible transformation in global organisations. Our international network includes 215 partners, consultants, and coaches in 24 countries throughout Europe, North America, Latin America, Asia, and Africa. We transform leaders, align teams and create fierce resolve and passion to win. Typical interventions are to accelerate performance, execute strategy and embed capability and change. Our programmes are part of the core curriculum in many of our client’s corporate universities, and our leadership development programmes have over 300,000 executive alumni. Methodologies are based on more than 100 corporate turnarounds and performance acceleration assignments in FTSE 100 and Fortune 500 companies.

Austria, Belgium, Brazil, Canada, China, Colombia, Denmark, Finland, France, Germany, Italy, Mexico, Norway, Poland, Portugal, Russia, Serbia, South Africa, Spain, Sweden, The Netherlands, UK, Uruguay, and the USA.

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