

# Rapid Strategy Deployment (RSD)

## review

Although most organisations have an outline of their objectives and ambitions, more and more clients are approaching us with concerns about their strategy.

Do you find yourself frustrated that day to day business pushes out your longer term strategy?

Does a lack of ownership erode the credibility of your plans?

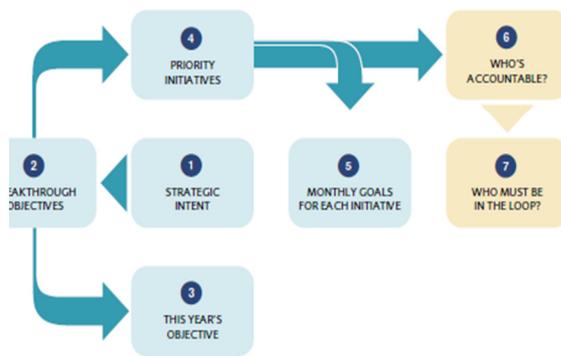
Does a lack of clear priorities and steps to implement them mean that strategic goals are not being achieved?

## rethink

**The Rapid Strategy Deployment (RSD) is a framework and method to ensure a robust strategy is developed, shared and implemented. The process serves to align and develop the leadership team, and to inspire the entire business to help execute the plans.**

The RSD process facilitates the executive team to build a vision for the future that is tied to breakthrough objectives with clear links to strategic initiatives, targets and accountabilities for delivery. The new strategy is based on the executive team's deep insights into opportunities and capabilities in the organisation, honest organisational assessments, and input from the business.

The Rapid Strategy Deployment process



Elements of the RSD:

- 1) **The strategic intent:** a clear vision for the business
- 2) **Breakthrough objectives:** objectives over the medium to long term (3-5 yrs)
- 3) **This year's objectives:** milestones for meeting breakthrough objectives
- 4) **Priority initiatives:** the vital few new strategic initiatives needed to move the business toward the breakthrough objectives
- 5) **Monthly goals:** milestones and targets to measure progress on each strategic initiative
- 6) **Accountability for each initiative:** who on the senior team owns this initiative
- 7) **Cross functional support:** who on the senior team must actively be involved

The RSD framework builds alignment within the executive team around common objectives, developing commitment and leadership throughout the process. By articulating the strategy at this level, the long term strategy becomes part of the business as usual management process.

Using the RSD matrix, the framework also provides an opportunity for leaders to identify the extent to which the values and culture of the organisation are aligned with the strategy. The critical enablers are placed in the context of hard business objectives, leading to the alignment necessary to bring the strategy to life.

The Rapid Strategy Deployment matrix

## results

**We have helped many of our clients build and implement a strategy to achieve their long term vision**



Sky used the RSD to realise their long term goal of increasing subscribers, securing a 60% increase as a result. The alignment achieved during the process also helped change the culture of the organisation.



The RSD helped Pace transform into a global leader in their industry, navigating from £180m revenue and breakeven, to a profitable £2 billion pounds.

For more information on the RSD and how we can help you and your team build a winning strategy, please download our RSD white paper and/or contact us at [info@rethinkingconsulting.com](mailto:info@rethinkingconsulting.com)

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