



THE DISCIPLINE OF EXECUTING THE STRATEGY™



“

IF THERE IS ANYTHING
WORSE THAN BAD NEWS,
IT IS FINDING OUT ABOUT
IT TOO LATE”

YVES CONNAN
CEO





“THE LACK OF CORPORATE PERFORMANCE IS NOT DUE TO A BAD STRATEGY BUT ITS BAD EXECUTION”



“ONLY PEOPLE FULLY INVOLVED AND ABLE TO WORK AS A TEAM HAVE THE ABILITY TO PRODUCE EXCEPTIONAL RESULTS”

YVES CONNAN
CEO





“THE STRENGTH OF
A COMPANY TODAY IS
LINKED TO ITS ABILITY TO
ADAPT TO CHANGE”



“

WITHOUT EXECUTION,
THE STRATEGY FAILS
& WITHOUT
THE MEN AND WOMEN
ABLE TO “IMPLEMENT”,
THE EXECUTION IS
A FAILURE”

YVES CONNAN
CEO



“

HAVING THE BEST TEAM IS NOT THE KEY TO
SUCCESSFUL EXECUTION, IT IS ABOUT MAKING
EVERYONE **WORK TOGETHER**”



“

ONE OF THE STRENGTHS OF
STRATEGY EXECUTION IS TO
ACHIEVE THE **INVOLVEMENT
& COHESION** OF THE
MANAGEMENT COMMITTEE”



YVES CONNAN
CEO





“
DVELOPING THE “WILL-TO-GO” OF EXECUTIVE
TEAMS MEANS DEVELOPING A **COLLECTIVE AMBITION**”



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TO KNOW ALL ABOUT THE EXECUTION OF THE STRATEGY

