

The 8th Strategic Must for sustained market dominance as is proposed by the Boardroom Mercenary

"The absence of detail in planning is the presence of blame in execution"

By C V Magavilla 2010

Many governments, at least the ones I know of in Africa, gain notoriety for making promises that they never seem to be able to deliver on. Often time, their (over)zealous declarations outstrip the reality on the ground. So while the proposed reforms and policies are usually top of the line and prepared by the best PhDs the world has to offer, the lack of supporting infrastructure to execute them, renders them useless before they even hit the press. In as much as the solutions proposed may make things seem complex or sophisticated to begin with, the underlying issues are usually too obvious and simple to be noticed by the lenses that inform our infused genius. Could we be, in reality, thinking too much for our own good?

The boardroom mercenary proposes the 8th Strategic Must for sustained market dominance: *shift focus from investing in the ability to make a promise to focus on investing in the ability to deliver results*. Like many governments, companies find themselves in planning overkill as they plan for planning's sake only to never see these plans actually take off and end up lamenting about all the 'obvious' things that went wrong.

Instead, the boardroom mercenary impresses on companies the importance of planning for execution's sake and as a result investing in the systems and processes that make planning and execution a science as opposed to just being the wishful art that we are so accustomed to.