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STRATEGY **ACTIVATION**

START TINY TO TURN YOUR STRATEGY INTO ACTION

Düsseldorf Strategy Summit 2024, May 2024



TATIN INSTITUTE
FOR STRATEGY ACTIVATION



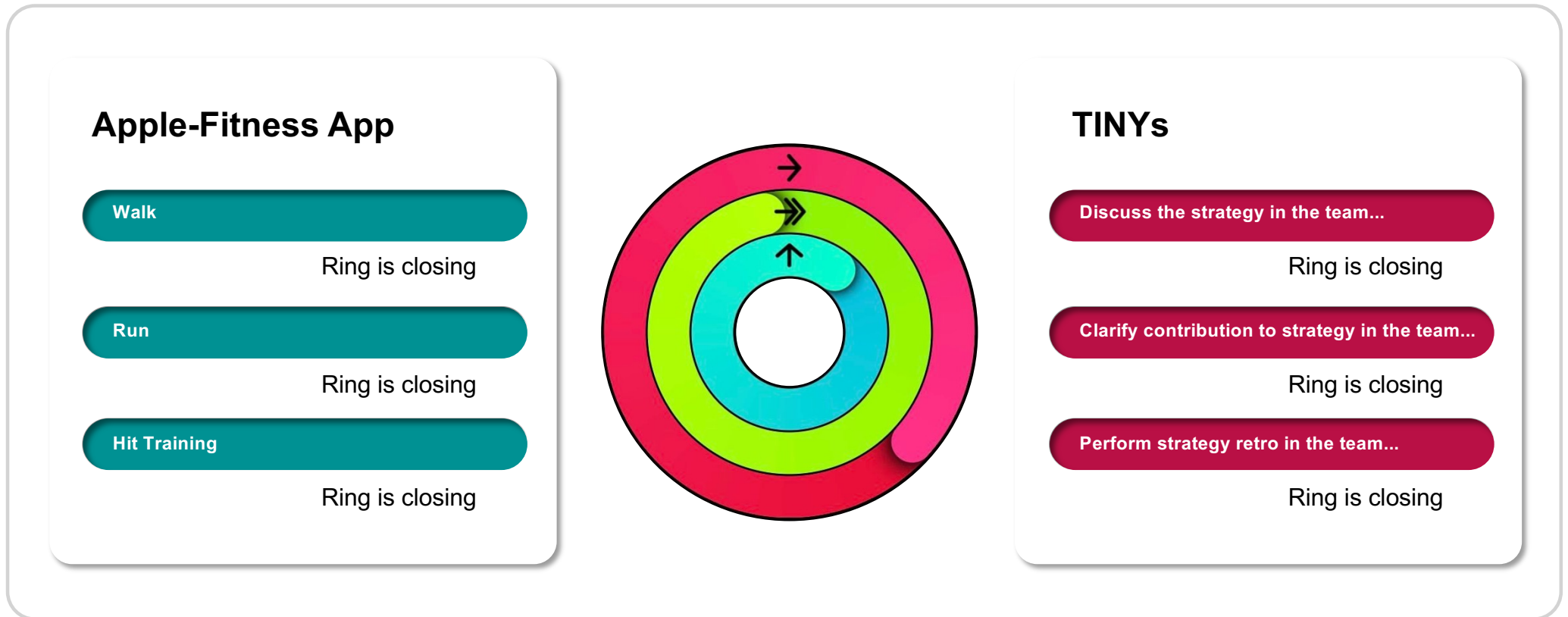
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CLOSE YOUR RINGS WITH THE TINYS

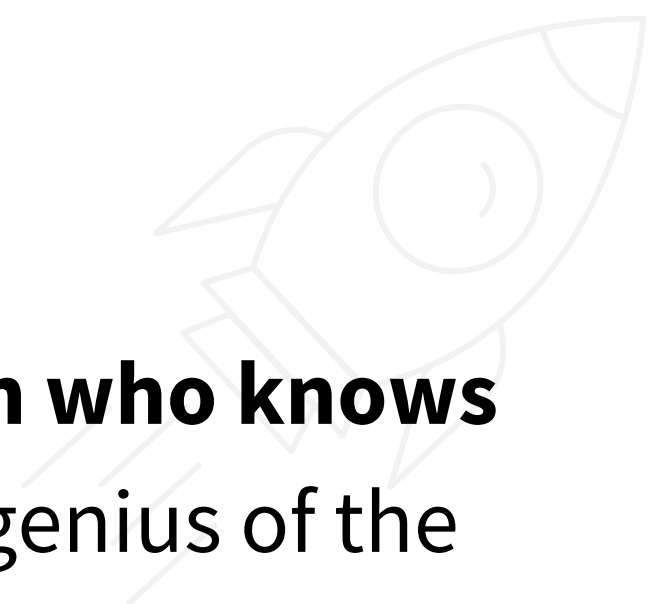
A leading **gamified & data driven** approach
to **fast-forward** your organizational
transformation.



Anyone who uses the Apple Fitness app... knows the principle



The genius of the person who knows
is worthless without the genius of the
person who understands.



The Result: 7 out of 10 strategic projects do not fulfill expectations

94 %

of the typical employees
DON'T KNOW THE STRATEGY*

72 %

of the middle managers responsible for executing the strategy **CANNOT CLEARLY STATE THE STRATEGY** of their company**

86 %

of CEOs consider that their company is **NOT EFFECTIVE AT EXECUTING THEIR STRATEGY*****

80 %

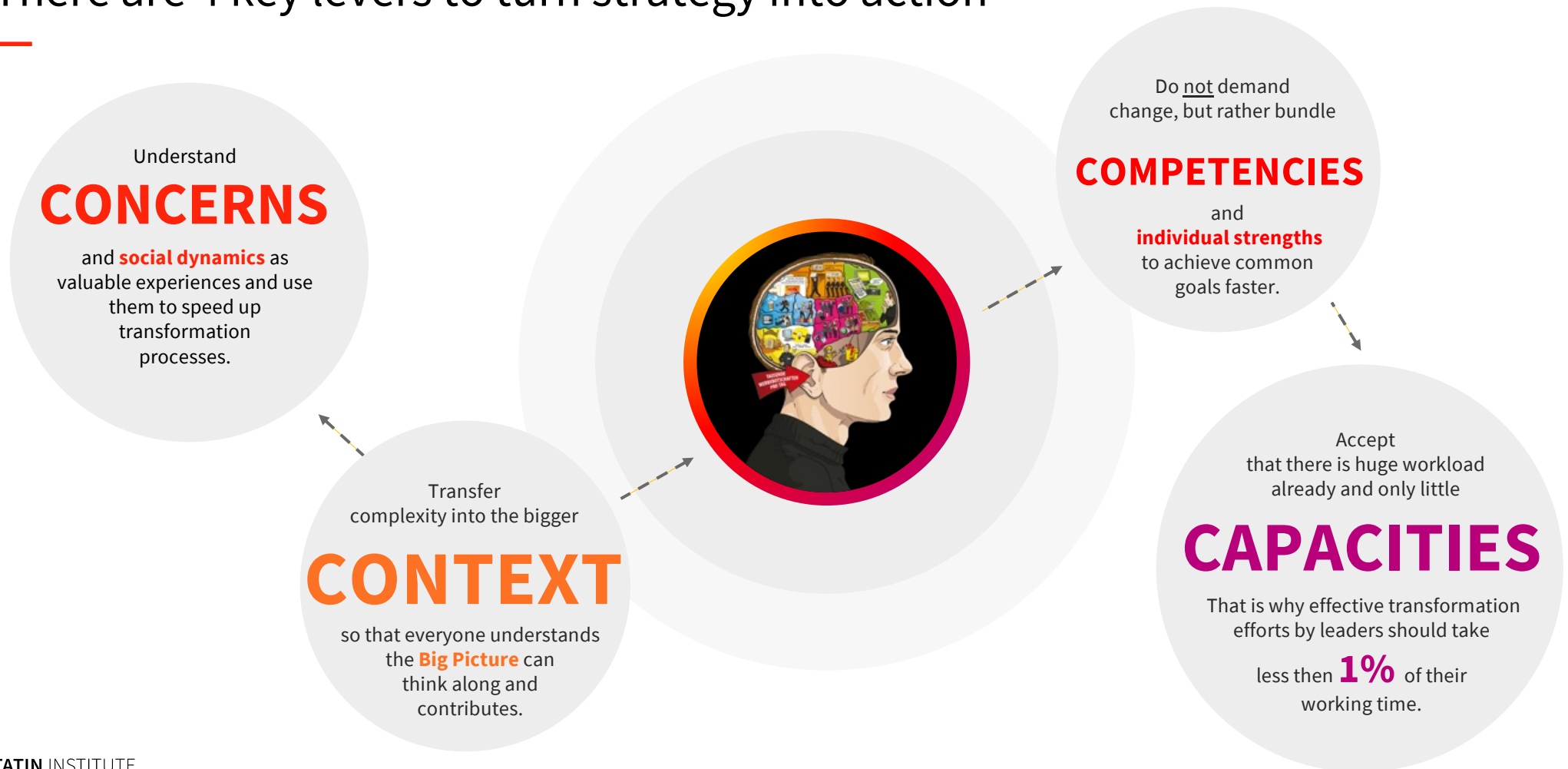
of the **REASONS WHY CORPORATES FAIL** to reach their strategic goals can be explained by **social dynamics******



Corporate transformations
can be fast-forwarded.

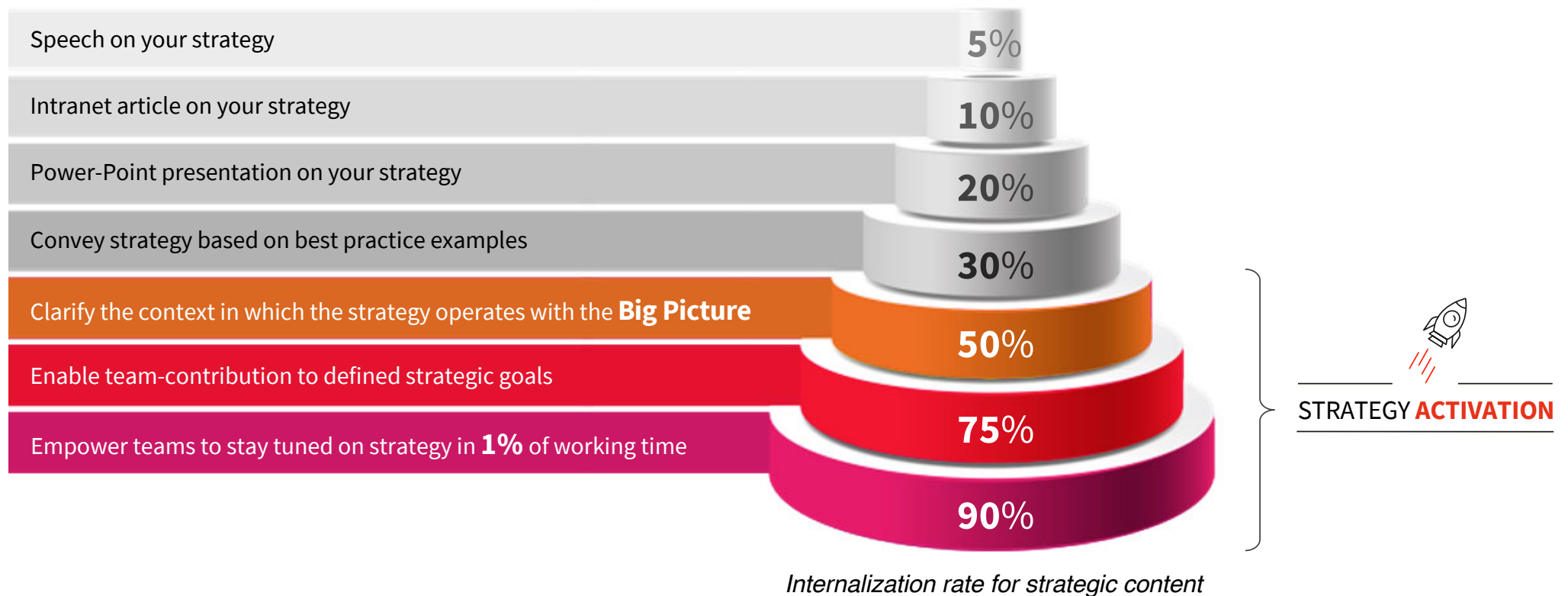


There are 4 key levers to turn strategy into action



How we approach the job: We won't do everything differently, but we will do a number of things better.

It's about overcoming the attention-relevance bar and then staying tuned in!





**Let's activate teams under
real life working conditions**



Life can be
**QUITE
COMPLEX**

**The greatest opponent
of the modern
working world:**



Or rather: the lack of time →



In times of transformation and change, the pressure increases.

What might an approach look like that **enables teams to maximize support for strategic goals** while building psychological safety?

* Source: Bersin by Deloitte, 2016

**The classic approach
requires a lot of time
and money.**

**Strategic goals need
training.**

**Training leads
to a new behavior.**



We have found a complementary approach that starts directly with the desired behaviors.



YOUR STRATEGIC GOALS

People are
more likely to **ACT**
their way into a new way
of thinking, then **THINK**
their way into a new
way of acting.



Prof. Richard Pascale
Oxford University



**You don't
have to be great
to start...**

Working with the team to implement
the strategy becomes child's play
along behavioral TINYs.



**...but
you have to start
to become great.**

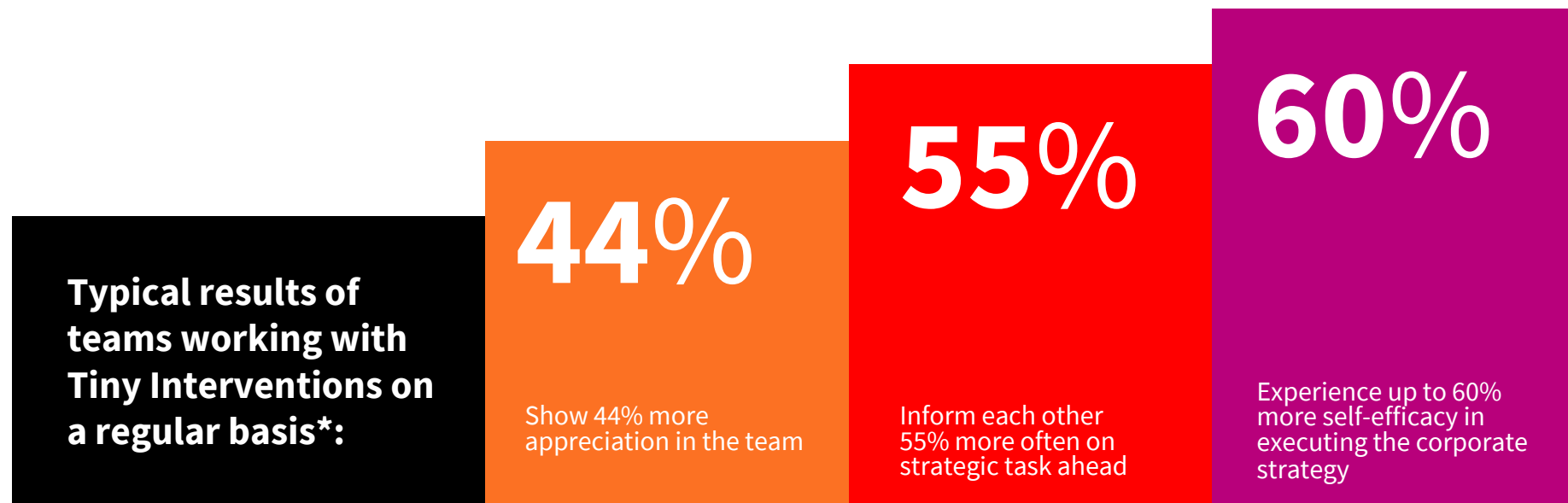
TINYs are enhancers and complementary
to the company's established training
system. TINYs arouse interest in the
learning offers.

Never underestimate
the effect of tiny habits.

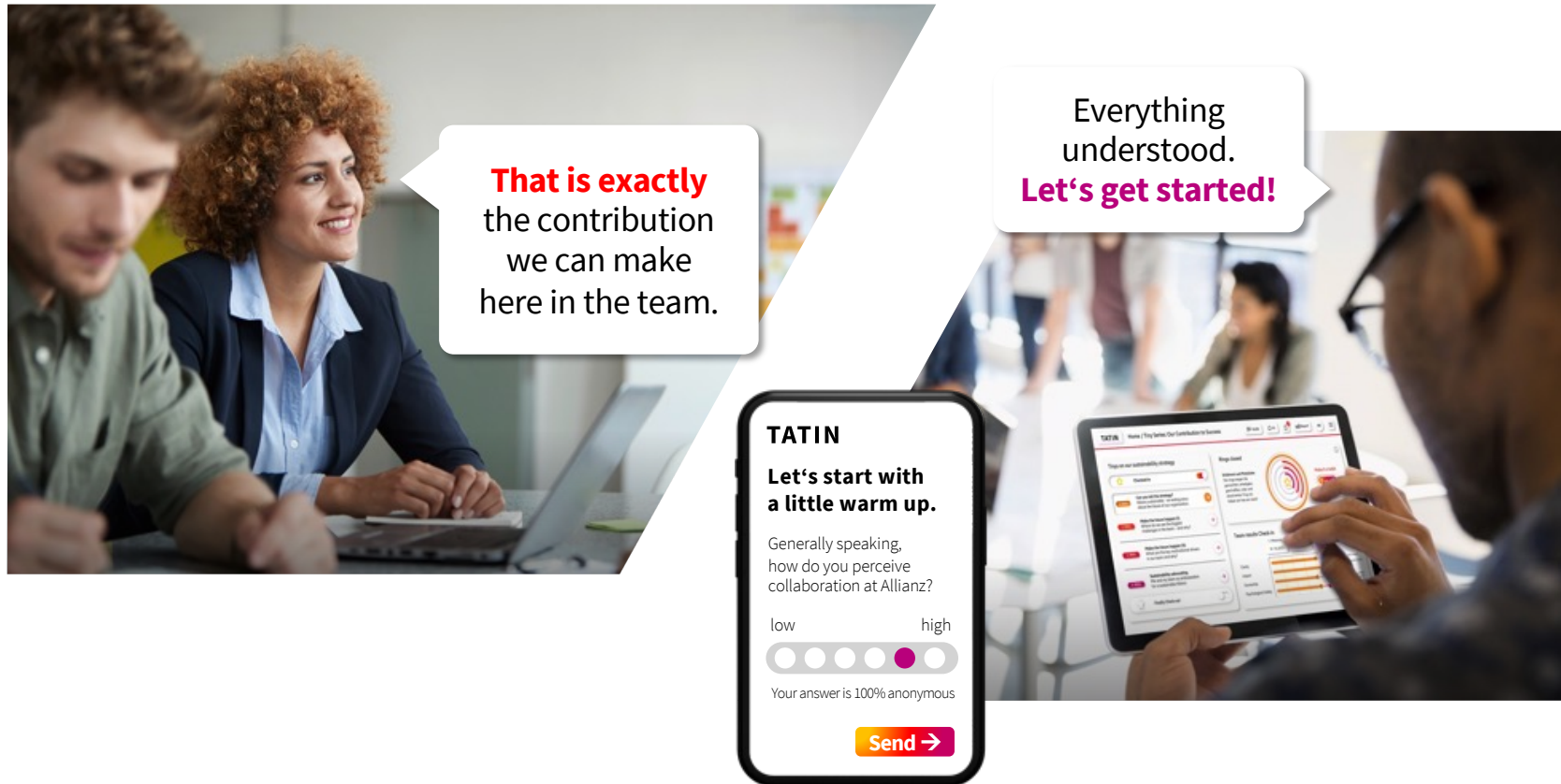




TINYs help to reach strategic goals faster and support the development of high-performing teams at the same time



Energy flows where focus goes: With TINYS, working on your strategic goals will become part of existing meeting routines





Share screen + scan QR code

Focus on continuous improvement in weekly team meetings

A TINY makes meetings hybrid and interactive

PMO keeps an eye on the development of the organization.



Start Tiny: Collaborate with a purpose

<p>Time for Action: What are we really trying to do and how are we going to bring our purpose to life?</p> <p>Start →</p>	<p>All Learn: Progress: What is the progress of our purpose? How are we doing? What are the challenges and opportunities?</p> <p>Start →</p>	<p>It's our work: What are we doing to achieve our purpose? What are the key activities and responsibilities?</p> <p>Start →</p>	<p>Our Progress, our Strength: What are the key achievements and strengths of our team? How are we performing against our goals?</p> <p>Start →</p>
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Joint selection of TINYS for the next week

Clarify priorities with TINYS in a live round with other leaders

Where can we make our lives easier? Recognize and solve social dynamics in my team

The TINY Co-Creation Process

TINYs

- Real-time surveys
- Progress monitoring
- Automatic Reporting
- Gamification

Teams

- Share their perspectives
- Vote for relevance
- Contribute ideas
- Clarify rumors
- Ask questions
- Prioritize & execute tasks in their circle of control



C-Level

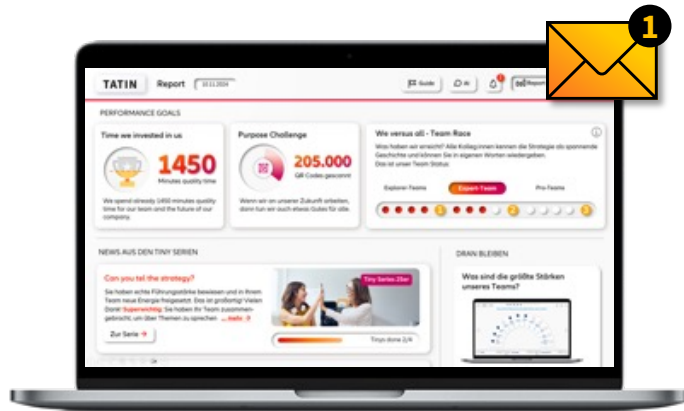
- Setting strategic focus
- Quality assurance
- Definition of key performance indicators to be achieved

Leaders

- No preparation necessary
- No additional time, but embedding into established routines
- Peer-Group Benchmarking

An easy and fun way to reach your goals with the team

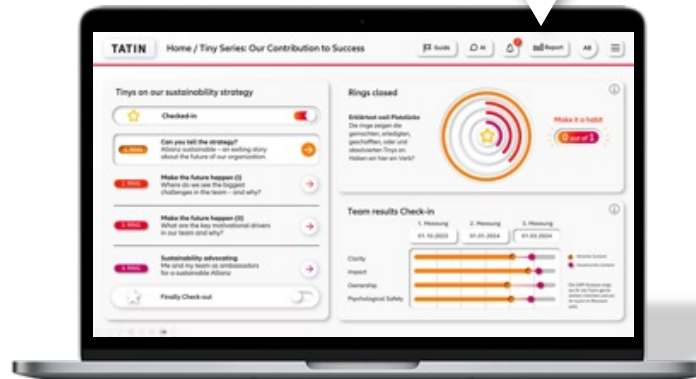
Individual automatic reports help teams to improve constantly



We're finally taking quality time for ourselves as a team! We haven't been this motivated for a long time.

Gamification elements are used to indicate team progress

"Two more times to discuss our contribution with the team and I've closed all the rings!"
Teams can check their own progress at any time and compare each others progress.



All activities of your teams are made anonymous and are clearly grouped via central dashboard



„Ah, collaboration has improved by 12%.“

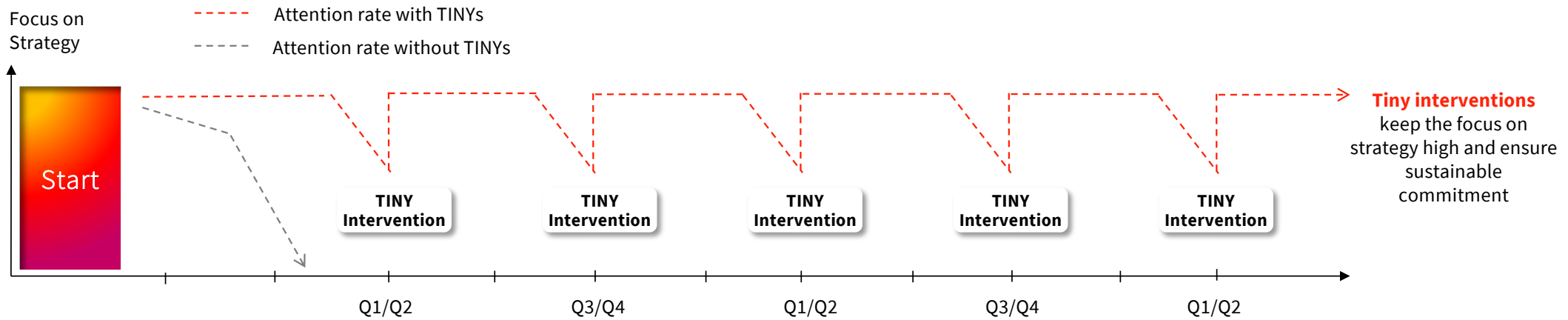
„YES! 30% higher Identification with the new strategy.“

TINYs: Achieve more – by doing less

- no extra platform, but a **new feature for your existing change eco-system**
- no extra time, but use of the established meeting routines of your teams **in less than 1% of working time**
- no extra training, but **use of widely anchored skills** such as the ability to share the screen, click a link or scan a QR code
- no restrictions: **works on site / online / hybrid**
- no need to provide materials like flipcharts or post-its, **documentations – it's all done**
- no additional measurement of progress ... **it will be done in real-time**



Setting the heartbeat for strategic action



Why TINYs help to accelerate your transformation

If you want people to Care provide them with Context. While TINYs provide people with content, it also goes beyond it; it ensures continuous commitment:

1

Team Dynamics Drive Motivation

People are more likely to stay motivated when they work in teams rather than alone.

*Hackman, J. R. (2002). Leading teams: Setting the stage for great performances. Harvard Business Press.

2

Breaking Routine Keeps Engagement

Even slight deviations from routines can significantly impact sustained engagement.

Sonenshein, S. (2016). To create meaningfulness, break routines. MIT Sloan Management Review, 57(3), 1-5.

3

Small Habits Big Changes

Stanford research demonstrates that cultivating new small habits leads to substantial and lasting transformations.

Fogg, B. J. (2007). Tiny Habits. The Small Changes that Change Everything. Houghton Mifflin Harcourt.

4

Time is Essential

Our approach emphasizes timely engagement strategies, where just 1% of the time invested in teams can drive transformation and strategic alignment.

Bersin by Deloitte (2014). Meet The Modern Learner: Engaging The Overwhelmed, Distracted, And Impatient Employee.

5

Social Dynamics Fuel Strategy Execution

It's not just about having the right strategy; it's about addressing the social dynamics, which contribute to 80% of strategy implementation challenges.

Bradley, C., Hirt, M. & Smit, S. (2018). Strategy Beyond the Hockey Stick. McKinsey & Company.

Start tiny



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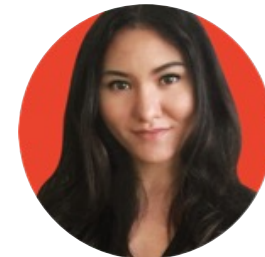
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