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A practical insight
for healthcare leaders.

Does Your Strategic Plan Include Execution?

Most strategic plans answer one important question.

What are we trying to accomplish?

Execution answers another question that's just as important.

How will this become part of everyday work?

Execution is the behaviors, leadership routines, and conditions that turn strategy into results.

Strategy defines the destination. Execution determines whether you ever arrive.



EVIDENCE

70%

of strategic initiatives fail because of poor execution, not poor strategy.

— McKinsey & Company



PAUSE & REFLECT

Choose one priority from your current strategic plan.

Can every leader on your team describe what they will do differently this week to help achieve it?



The conversation continues.



PULL UP A CHAIR

Ask your leadership team:

“What does this priority actually look like in everyday practice?”

If the answers vary widely, your strategy may be clear... but your execution isn't.

Toni Land

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LANDING EXCEPTIONAL EXPERIENCES

Why This Conversation Matters

After nearly 40 years in healthcare, I've noticed something.

Most organizations don't struggle because they lack ideas.

They struggle because good ideas rarely become consistent daily practice.

That's why I created the *Execution Brief*.

Each month, I share one practical insight to help healthcare leaders bridge the gap between strategy and execution.

My hope is simple.

That one conversation leads to one meaningful change.



When You're Ready to Go Beyond the Conversation

The Experience Accelerator Lab helps healthcare leaders turn priorities into consistent daily behaviors through co-design, coaching, and practice. It's designed for leaders who already know what they want to accomplish and need a practical way to make it part of everyday work.

Continue the Conversation



Explore the Experience Accelerator Lab
Learn more about the 12-week leadership cohort.



Read Previous Execution Briefs
Browse past briefs and discussion topics.



Watch a 3-Minute ToniTime
Short insights for leaders on the move.



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The conversation continues.

Helping healthcare leaders turn strategy into everyday practice.