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**November 11th 2021: Dynamic Strategy Setting
in a Digital World**

Historically, strategy execution has been a linear process, where one group sets strategy and another group implements it. In practice, implementation teams often hold different views of what should be done from the strategy setting team. A second challenge is that strategy is often cast in stone, remaining fixed in place for extended periods. Strategy stagnation is typically based on the errant assumption that markets, customers, and competitors are standing still until the next strategy refresh; a far cry from reality. It is no small wonder that strategy execution failure rates remain stubbornly high.

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Featured Guest



James Creelman

James Creelman is Director of UK-based Cardinal Management Consulting and Nigeria-based Stratification. He is also Associate Director of Strategia Worldwide. James is a globally recognized thought leader in strategy management and originator of the "Agile and Adaptive Balanced Scorecard Framework and Methodology", which evolves the scorecard approach for the digital era. His approach has been endorsed by Dr. David Norton, who refers to James as "the foremost Balanced Scorecard historian and now Balanced Scorecard futurist, inventorying the issues that must be integrated into the management systems of the future". He provides expert guidance in digital era strategy management to organizations across the globe.

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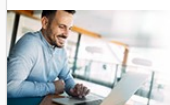
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