
ROBIN SPECULAND

LONDON
SPEAKER
BUREAU

- **Global Pioneer & Expert in Strategy Implementation**
- **Creator of the Implementation Hub – first portal in the world that focus on implementation**



Robin Speculand passionately lives and breathes strategy and digital implementation. He continually creates new approaches to support leaders in transforming their organizations and is one of the world's most prolific writers on the subject.

Robin has founded three companies, three business associations and is the CEO of Bridges Business Consultancy Int. Singapore Airlines was among the first organizations to embrace this new field and engage Robin to support its global strategy implementation.

Topics

- Leadership
- Motivation
- Strategy

Robin is known for his breakthroughs on implementation methodology and techniques, including the Implementation Compass™, a proprietary framework built on the eight areas for excellence for execution; Readiness2Execute Assessment; IMPACT, a toolkit for implementing actions in 90 days; Ticking Clock© Model, a framework for digitalizing an organization; Digital Maturity Index, a self-assessment that reveals a person's level of digital maturity; and the 40 Digital Best Practices Benchmark.

Robin also co-founded an online education forum—the Strategy Implementation Institute— that provides leaders with a community, online course and online certification in the field.

In 2014, Robin recognized that implementing digitalization was markedly different than previous strategy implementations. He researched the challenges globally and, in 2018, co-authored the white paper Transforming Your Company into a Digital-Driven Business. In 2021 he co-authored the white paper The Future of Strategy Implementation.

In 2021 Robin was co-nominated with Piyush Gupta, CEO of DBS Bank, for the Thinkers50 “Ideas into Practice Award” and was the winner of the “Business Strategist” Singapore 2021-22 by Prestige.

Robin has published five books on strategy implementation. His latest, World's Best Bank—A Strategic Guide to Digital Transformation, is an Amazon best seller. His pioneering work has been featured in media worldwide, including BBC World and Forbes. He is a TEDx speaker and an educator for Duke CE, IMD, and an adjunct member of Singapore Management University. He is an award-winning and Harvard listed case writer and a GlobalScot appointed by the First Minister of Scotland.

Outside of work, Robin competes in ironman events around the world and calls

Singapore home.

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