

A portrait of Robin Speculand, a middle-aged man with glasses, wearing a light-colored suit jacket over a striped shirt. He is smiling and looking slightly to the right of the camera. The background is a plain, light color.

# ROBIN SPECULAND

- GLOBAL PIONEER & EXPERT IN STRATEGY IMPLEMENTATION
- CREATOR OF THE IMPLEMENTATION HUB - FIRST PORTAL IN THE WORLD THAT FOCUS ON IMPLEMENTATION

A leader today needs both the ability to formulate strategy and the skills to execute it. The current global drive toward imbuing implementation as an organizational competency stems from the right strategy and the ability to implement it as a worldwide business differentiator with tremendous payoff.

Robin Speculand is a global pioneer and expert in strategy implementation. He is the creator of the Implementation Hub, and author of three books on implementation (two are international best sellers) including his fourth book, Excellence in Execution – HOW to Implement Strategy.

Robin is driven to transform the strategy implementation approach globally by inspiring leaders to adopt a different approach. His work begins when his clients are crafting their strategy and

are starting to think about implementing it. He guides them through the implementation journey and provides them with the knowledge, tools and templates to succeed where so many fail. These include Bridges' Implementation Compass™ — a proprietary framework for successful implementation — as well as access to the Implementation Hub — the first portal in the world dedicated to strategy implementation with its 500+ resources, and IMPACT, a toolkit with a structured approach for implementing actions in 90 days.

In 2000, Robin left his position as Citigroup Regional Vice President, Corporate Bank, Asia Pacific, to start Bridges, a specialist in strategy implementation. Since assisting its first client, Singapore Airlines, Bridges has worked with governments, multinational corporations and local organizations across five continents to achieve Excellence in Execution.



Robin is one of the most prolific writers and thinkers on implementing strategy. An international bestselling author, his books include *Bricks to Bridges – Make Your Strategy Come Alive*, which set the benchmark for new thinking in his field and *Beyond Strategy – The Leader’s Role in Successful Implementation*, John Wiley & Sons. His pioneering work has been featured in strategy journals, international print and electronic media including the BBC UK & Global, CNBC, Financial Times, Sunday Telegraph and the Singapore Straits Times. He is a sought-after speaker at strategy and international business forums.

Robin is an educator for Duke CE and adjunct faculty at the Office of Executive and Professional Education in Singapore Management University. Outside of work, he’s a die-hard ironman athlete.



## Excellence in Execution

Robin covers key pointers in translating strategy from top level to the ground level where executions are carried out. He highlights the key challenges and factors that will allow for successful implementation of the corporate’s strategic visions.

## Strategy Implementation

Robin explores on why strategy implementation is one of the hottest leadership topics today. He outlines how leaders can identify the right action and spur the team to action.

## Uncommon Practices for the New Business Landscape

Robin explores on why strategy implementation is one of the hottest leadership topics today. He outlines how leaders can identify the right action and spur the team to action.