



**INVITATION TO A FREE WORKSHOP ON
WHY STRATEGY EXECUTION FAILS**
UNCOVERING THE REAL FORCES HOLDING YOU BACK

Union of Investment Companies is delighted to invite you to a workshop on “Strategy Execution”, where the goal is to dive into the hidden barriers that derail even the best-laid plans. Through dynamic discussions and actionable insights, you’ll uncover the organizational, cultural, and operational forces that hinder successful execution and learn how to overcome them for sustainable success.

Objectives:

- Gain insights on shifting from traditional, activity-focused approaches to a balanced, interconnected framework for greater impact.
- Learn The Living Organization’s impact formula
- Understand the importance of considering context and relationships, not just activities, in successful strategy execution.

Speaker
Emma AL Qattan

(brief about Agenda & Instructor’s Profile are Attached)



Monday, 23rd December 2024



12:00PM – 01:30PM



UIC Premises

Registration

Please register through the link: <https://www.unioninvest.org/upcomingevents.aspx>
Not after 22nd December 2024 (Priority for first registered)



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Workshop Outline:

- 1. Introduction:** Welcome participants and outline the purpose of the workshop.
- 2. Why Strategies Fail:** Highlight that approximately 70% of strategy execution fails due to hidden obstacles, such as overemphasis on tasks and lack of alignment.
Quick Reflection: Participants consider a recent strategic challenge.
- 3. A New Paradigm for Business:** Challenge participants to rethink their approach to business.
Emphasize that traditional strategies often focus solely on activities while neglecting the broader context and relationships that drive effectiveness.
Introduce The Living Organization framework© as a holistic solution that integrates people and processes for improved outcomes.
- 4. The Living Organization© Impact Formula:** Introduce Activity, Context, and Relationships as key components that drive impact and outcomes.
Contrast with traditional approaches that focus mainly on activities.
- 5. Context & Relationships in Action:** Discuss the influence of context and relationships on execution
 - Success.
 - Group Discussion: Participants reflect on these elements in their own work.
- 6. Closing:** Discuss reflections and key takeaways





Instructor's Profile - Emma Alqattan:

Emma Alqattan is an ICF-certified coach, Energy Leadership Index Master Practitioner and Leadership Dynamics Specialist with experience in management consulting and technology. She has held senior strategy and execution roles, most recently as Head of Business Strategy for Deliveroo in Kuwait and Qatar and has worked as a management consultant across the GCC, including at Red Sea Global in Saudi Arabia. With a deep belief that business is fundamentally a human endeavor, Emma is passionate about integrating business management principles with personal transformation. She focuses on fostering authentic, intuition-led actions that empower professionals to navigate the complexities of modern leadership. By providing a space for reflection, she helps individuals and organizations uncover what isn't working in a way. Emma advocates for a new paradigm in business that emphasizes the importance of leadership and human skills. Through head-heart conversations, she guides organizations in channeling their energy effectively, driving results while honoring the innate desire to create value and serve others. Her holistic approach cultivates workplace cultures that not only excel in performance but also provide meaningful and fulfilling experiences for all team members.

