



Accolade for Strategic Initiative Management

Operationalize Transformational Aspirations and Improve Strategy Execution

With Sopheon's Accolade you can:

- Connect and manage strategic initiatives and their desired outcomes with the operational activities required to execute them
- Prioritize and fund the activities that are critical for realizing strategic initiatives
- Optimize resource allocation to support timely goal attainment
- Quickly prepare for a presentation to the board and shareholders with reliable, cross-functional information

It's predicted that 75% of today's S&P 500 will be replaced by new firms by 2027.¹ To stay relevant in today's fast moving and highly disrupted markets, enterprises are rushing toward digital and business transformation. More and more organizations are prioritizing corporate initiatives to fuel growth and position themselves for success.

Accolade® is an enterprise platform for investment decision making and strategy execution. It's a repository of up-to-date, trusted and cross-functional information to confidently base mission-critical decisions. By connecting strategic goals with operational execution activities, Accolade enables visibility to, alignment of, and accountability for strategy execution throughout the entire organization.

Increase Internal and External Visibility

Executive leadership needs to make progress visible to the board and shareholders to prove the company is going in the right direction, and if it's not, show the plan to correct course. To manage strategic initiatives and the execution of plans to achieve goals, the leadership team needs top-down visibility into which programs, products and projects are being worked on and how they are contributing to set initiatives.

On the flip side, cross-functional teams need bottom-up views of how their day-to-day work fits into overall strategy as well as dependencies within and between teams. This transparency enables faster decision making that directly impacts successful strategy execution.

With Accolade you can:

- Have complete transparency to an organization's strategic initiatives and corresponding objectives
- Understand which operational activities — programs, products, projects and technology development — are critical for supporting strategic initiatives and the targeted outcomes
- See progress, or lack thereof, in real time so course corrections can be made early
- Quickly prepare for stakeholder presentations with real-time, cross-functional information

Benefits

- See top down which products, projects and programs are being worked on and progress against set initiatives
- Have a single version of the truth that creates visibility, alignment and accountability for strategy execution
- Manage multiple portfolio types, and connect and surface those portfolio contributions to strategic initiatives and priorities

Ditch Outdated Annual Operating Planning for Continuous Planning

Only 56% of funded initiatives are considered successful² and a mere 13% of companies successfully execute their strategy.³ One reason for these low success rates is because many organizations are using legacy operating models like the Annual Operating Plan (AOP). Due to the hyper speed of change in today's global economy, annual, bi-annual or even quarterly plans can quickly become obsolete, rendering them ineffective.

Successful enterprises are making the shift to a continuous planning model, reviewing plans more frequently to adapt to internal and external change. To make this transition successful, business leaders and planners need data that is reliable, cross-functional and real-time. They also need a solution that enables them to quickly adjust their plans and make it easy to move, change and update linked information.

With Accolade you can:

- Speed planning cycles from 12 months to three months with online, real-time data
- Increase business decision making cadences with real-time portfolio review data
- Easily see risks and critical status for corporate priorities and investments

Sync Investments and Resources with Strategic Direction

Failure to execute on corporate strategic change and be accountable to the board and shareholders can not only cost a CEO his/her job, but can be disastrous to an organization's survival. Success requires that investments and resources are directed toward activities that fully support the achievement of strategic objectives. When the initiatives, programs and projects in your portfolios align with strategic direction, resources are deployed in the service of what is important to the company.

With Accolade you can:

- Connect and manage strategic initiatives and their desired outcomes with the execution activities required to achieve them
- Prioritize and fund the activities that are critical for realizing strategy
- Optimize resource allocation to support timely goal attainment

Align Execution Teams with Strategy

Most cross-functional workers do not understand their employer's corporate strategy, how their daily work fits into the high-level plan or is tied to strategic initiatives. Employees lacking this information can become disengaged, which negatively impacts productivity and motivation. When team members know their work has purpose and have a clear line of sight to see how their efforts contribute to the execution of strategic initiatives or helps to meet goals, they are more engaged which can positively influence an organization's economic health.⁴

With Accolade you can:

- Surface which activities are aligned with which strategic initiatives for transparency at all levels of the organization
- Help the entire organization understand how their work contributes to strategic priorities
- Help execution teams understand how their work supports and affects other internal teams in accomplishing their work

Sources

¹Yale School of Management

²The Economist

³"Thirteeners: Why Only 13 Percent of Companies Successfully

Execute Their Strategy--and How Yours Can Be One of Them",

Daniel F. Prosser, 2015

⁴State of the American Workplace, Gallup, 2017



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