

Driving Strategic Results EMPOWERING EAs TO MAKE A STRATEGIC IMPACT

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the
EA
institute

OLD WAY
VS
NEW WAY

The old way relied on efficiency and support, assuming that keeping everything running would drive results.

The new way requires us to understand strategy, influence outcomes, and lead.

Executive Assistants are
capable of making
impactful contributions that
drive the business forward.

Steps to Drive Strategic Results

Step 1: Understand What Strategy Is

Step 2: Learn the Four Key Pillars of Strategy

Step 3: Apply the Key Pillars to Your Organisation

Step 4: Intervene in the Drift

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What Is Strategy?

A plan of action designed to achieve a long-term or overall aim.

Steps to Drive Strategic Results

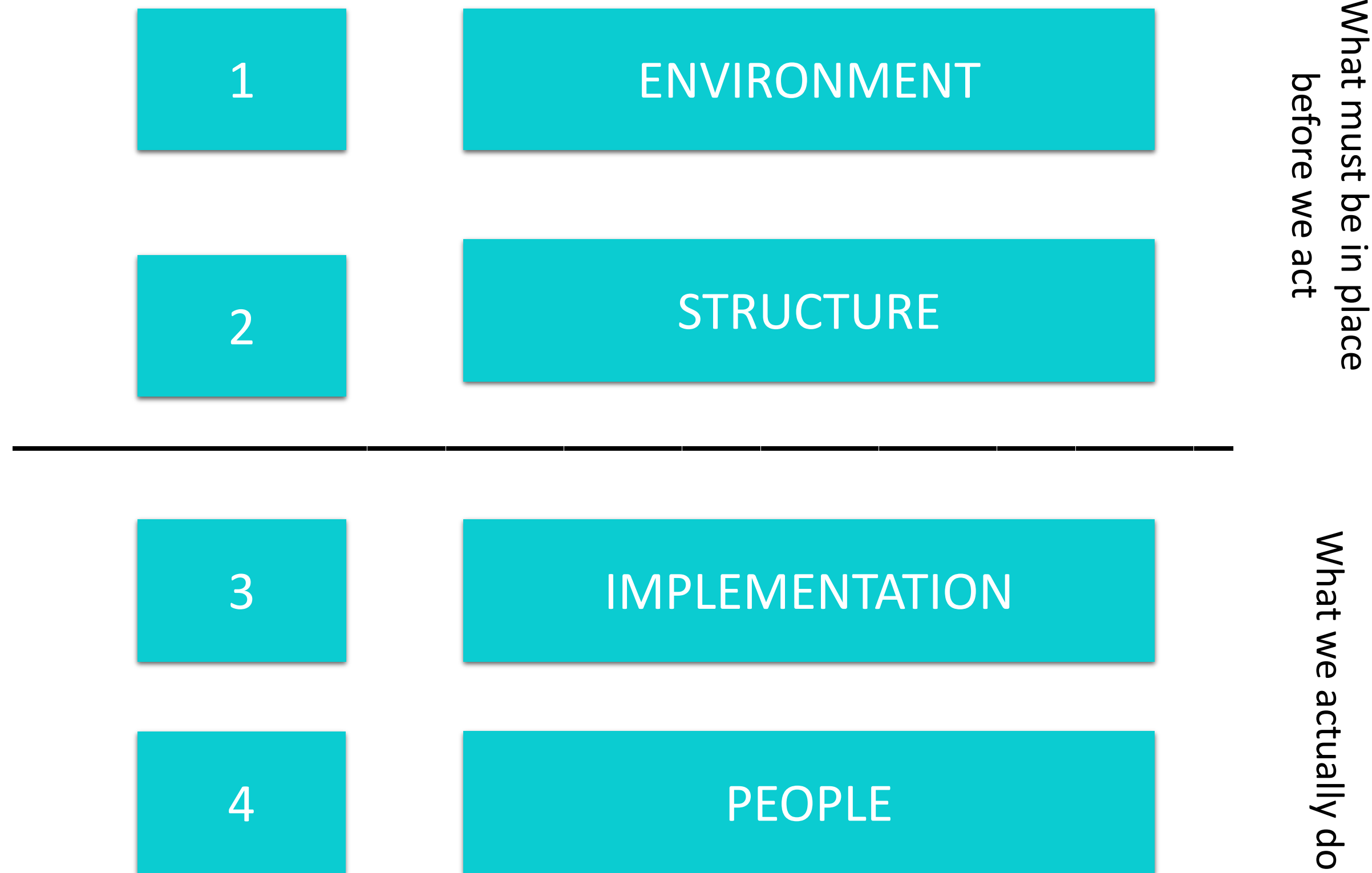
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The Four Key Pillars of Strategy



ESIP Model

Strategic Planning defines what the organisation wants to achieve (Environment/Corporate Strategy) and how they plan to achieve it (Structure/Department Plans).

Implementation brings those plans to life.

People are both the architects of strategy and the machinery that drives its execution. They are central to every phase of the strategic process, from ideation to realisation.

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From Concept to Application: Turning Strategy into Action

1. Break down the corporate strategy and department plans.
2. Search for the ESIP model in these areas.
3. Spot any gaps in knowledge or understanding within the strategy or plans.
4. Be ready to discuss these strategies and plans, including the reasons behind decisions.
5. Use this knowledge to make informed decisions, deciding what needs immediate attention and what doesn't.



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The Drift: To intervene in what's predictable



Framework to Drive Strategic Results

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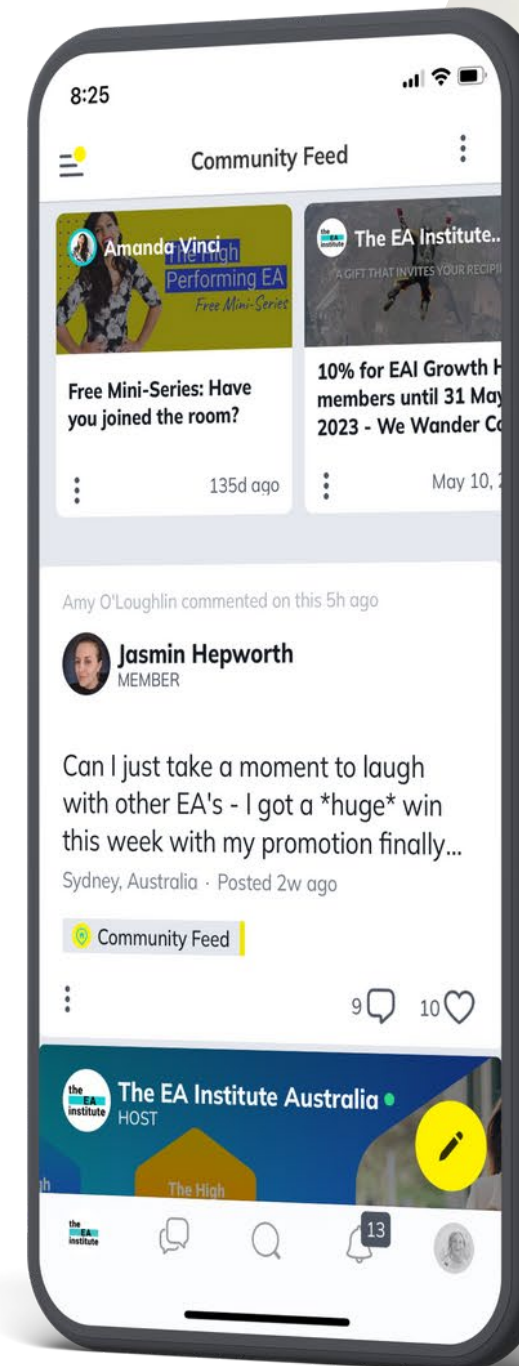
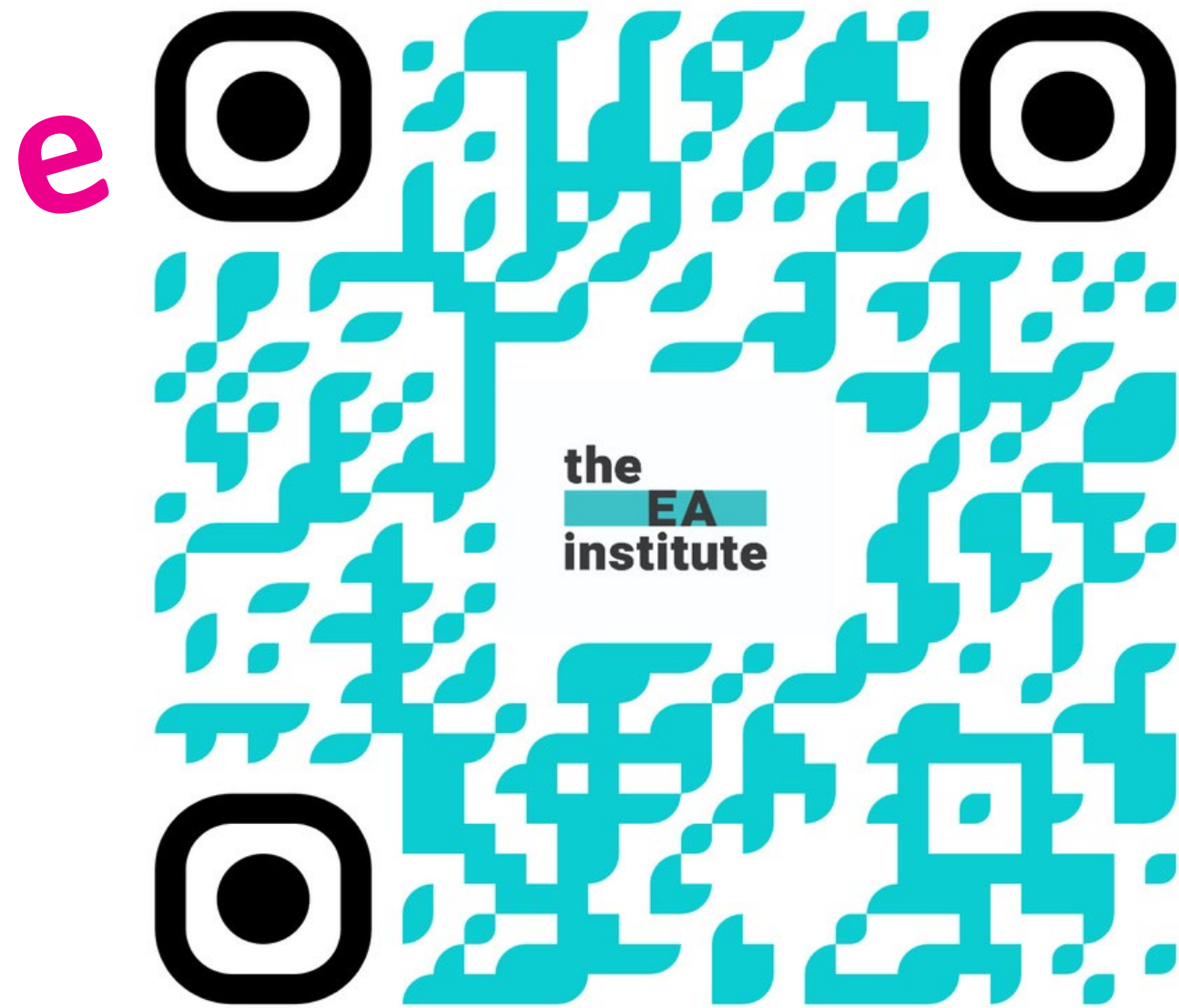
Step 3: Apply the Framework to Your Organisation.

Step 4: Intervene in the Drift.

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Thank You!