Wrong, but not failed? Making strategy implementation resilient

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Making strategy implementation resilient

WHEN SUCCESS DEPENDS ON THE UNKNOWN
The success of strategy implementation typically depends on conditions we cannot foresee, and which will only become obvious during or after implementation.

TOwards RESILIENT STRATEGY IMPLEMENTATION
Resilience is about reducing success-dependency on unknowns. So, how can strategy be designed for implementation under a wider range of conditions, than can be foreseen?

HOW DO LEADING BUSINESSES IMPLEMENT RESILIENT STRATEGIES?
We investigated resilient behaviour in businesses implementing strategy under highly uncertain conditions. Some examples of their responses are quoted below.

We conducted 36 interviews, and organised results within six principles of resilient design, adapted from Wied and Oehmen (2018)