On timing and rhythm for strategy implementation: Every executive needs to address four timing dilemmas in their strategy process - DTU Orbit (08/08/2019)

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We know that time is important – after all, timing is everything! And time is money! If used skilfully, time and timing can be allies in strategising. But, surprisingly (or maybe not-so-surprisingly), getting time right is hard; it involves a complex balancing act. For example, if you push your strategy too much, you overwhelm your team, whereas if you do not establish a burning platform for the change, your strategy loses momentum. Thus, effective strategy work is not only doing the right things right, but also at the right time. The key question then is: how do you get the timing of your strategy to work right?

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