



## Mr Robin Speculand

Chief Executive  
Bridges Business Consultancy Int

### Synopsis:

Robin Speculand is a global pioneer in strategy execution and is driven to transform the approach in organizations around the world by guiding leaders to understand and succeed in their strategy execution challenge.” This has led him to writing four books on the subject, two of which have become international bestsellers. In 2000 he left his position as Citigroup Regional Vice President, Corporate Bank, Asia Pacific to start Bridges Business Consultancy Int, a specialist in strategy execution. Since Bridges first assisted Singapore Airlines, its first client, it has helped governments, multinational corporations and local organizations across five continents achieve excellence in execution. He is the inventor of the Implementation Hub, the first portal in the world dedicated to strategy implementation which has over 400 resources. He has been featured on BBC, CNBC and CNA and in the Financial Times, The Telegraph and the Singapore Straits Times.

### *Transformation – The Asian Way*

With more transformations failing than succeeding, not only in the region but globally, it is critical to learn from previous failures and successes. This straight-talking, hard-hitting, highly engaging presentation shares the latest thinking, uncommon practices, stories and research. It discusses DBS Bank as a case study for success and the lessons learned from implementing their Asian strategy (with their permission). Leaders don't implement projects or strategy; their people do. Leaders are responsible for overseeing and them. They must engage and support the people, communicate the objectives, align it to the culture, identify the right measures, change the processes and constantly review the progress. The presentation shares the Implementation Compass™ which is a framework for taking the right actions and highlights the eight areas required for Excellence in Execution. It directs people on how to implement and ensure everyone involved is taking the right actions.