



# Communicating Strategy

STRATEGIC COMMUNICATION COLLECTION

## 1 Week Experience

Leaders often do not understand their role in implementing their organization's strategy, and this disconnect can be compounded when they communicate strategy to others. To execute strategy effectively, leaders must contextualize their place in strategy implementation and cascade this understanding to their teams.

In this experience, participants will first learn how to identify their organization's key strategic objectives and gain the tools needed to better understand, actualize, and communicate that strategy to others based on their specific role in the organization. They will then plan ways to operationalize and implement the organization's strategy into actionable goals for themselves and their team.

## Key Learnings

- Understanding Organizational Strategy
- Common Pitfalls in Understanding and Executing Strategy
- How to Find and Analyze Organizational Strategy
- Defining your Own Role in Strategy
- How to Interpret, Communicate, and Execute on Strategy

## Assignment Details: Create an Action Plan

- Analyze corporate communications on strategy
- Contextualize your own role and plan ways to operationalize strategic objectives into actionable goals
- Communicate with your team on aligning to and executing strategic goals.



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### Estimated Time Commitment: 2.5–3 hours

Faculty Video Lectures: 30 Minutes

Create Action Plan: 75–90 Minutes

Interactive Activities: 45–60 Minutes

## Faculty Director: Paul Argenti



PAUL ARGENTI

Paul Argenti is Professor of Corporate Communication at the Tuck School of Business. His recent research on social media extends his expertise in corporate communications, strategy formulation and execution, corporate reputation, and corporate social responsibility—issues on which he consults for organizations.