



# **The Execution Shortcut: Why Some Strategies Take the Hidden Path to Success and Others Never Reach the Finish Line**

*Jeroen De Flander*

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The strategy journey to success is long and dangerous. Most strategies lose between 40 and 60 percent of their financial potential along the execution highway. There is a path that will make the trip dramatically shorter. It exists in every organization, but mostly stays hidden. With the help of science, we'll uncover The Execution Shortcut. There are three prerequisites: (1) The Head connection - people need to be aware of your strategy; (2) The Heart connection - people need to care about your strategy; (3) The Hands connection - people need the energy to push your strategy forwards.

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