

— SECOND EDITION —

# MAKING STRATEGY LEADING EFFECTIVE EXECUTION AND CHANGE WORK

LAWRENCE G. HREBINIAK

## PRAISE FROM THE FIRST EDITION OF *MAKING STRATEGY WORK*

“I truly believe that if General Motors had incorporated Dr. Hrebiniak’s proposals at any time over the past 15 to 20 years, the picture of General Motors today would be extremely different.”

—**James P. Powers**, Strategic Planning,  
General Motors Corporation (Ret.)

“I am a big Larry Hrebiniak fan. In his book he offers a comprehensive, disciplined process model for making strategy work in the real world. All of us owe him our thanks.”

—**Ken Blanchard**, Coauthor of  
*The One Minute Manager* and *The Secret*

“Strategy is the starting point, but without implementing actions, even the best laid plans remain just that. In *Making Strategy Work*, Hrebiniak provides a powerful and persuasive field manual for execution by laying out the logic, order, and essence of the strategic decisions that must follow.”

—**Michael Useem**, Professor of Management and Director of the Center  
for Leadership and Change at the Wharton School,  
University of Pennsylvania

“Terrific...I have read all the ‘handbooks,’ ‘guides to,’ and ‘roadmaps,’ but in this book Larry has create the world’s first Strategy Implementation GPS...spot on.”

—**Gordon Peters**, founding Chairman, CEO,  
Institute for Management Studies

# **Making Strategy Work: Leading Effective Execution and Change**

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