**Video Title:** What is Implementation? A Quick Overview

**Video URL:** <https://www.youtube.com/watch?v=EBZgXM--dKA>

**Run Time/Source:** 4.30 Bob Legge, Legge and Company/YouTube

**Close Caption Available:** Yes

Most strategies fail to achieve their objectives. The problem is rarely the strategy and usually a weak implementation. Successful implementation requires far more than an action plan, t-shirts, and coffee mugs. In this video they discuss Bob Legge discussed what it takes to successfully launch a strategy.

Question:

What is strategy implementation and what are the key elements of implementation?