

**DAYS OF
PLAY
2026**

MARCH 24-26

WORK



STRATEGY ACTIVATION THAT WORKS

WORK



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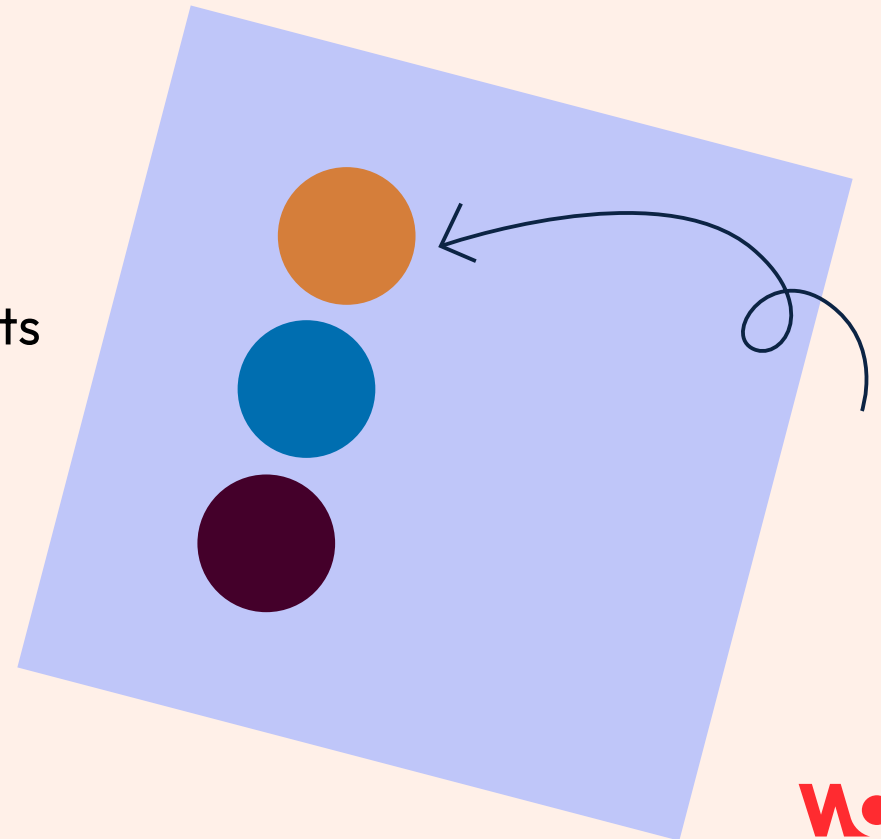


Ask
Agger
CEO

Workz

Agenda

- 13.30 Welcome
- 13.45 Strategy activation
- 14.00 Leadership lessons
- 14.30 Break
- 14.45 Workshop: Identifying do's and don'ts
- 15.15 Personal reflection
- 15.30 Open discussion
- 15.45 End of session



Your turn:

Share one thing that we tend for underestimate or misunderstand as we roll-out strategies.



STRATEGY ACTIVATION

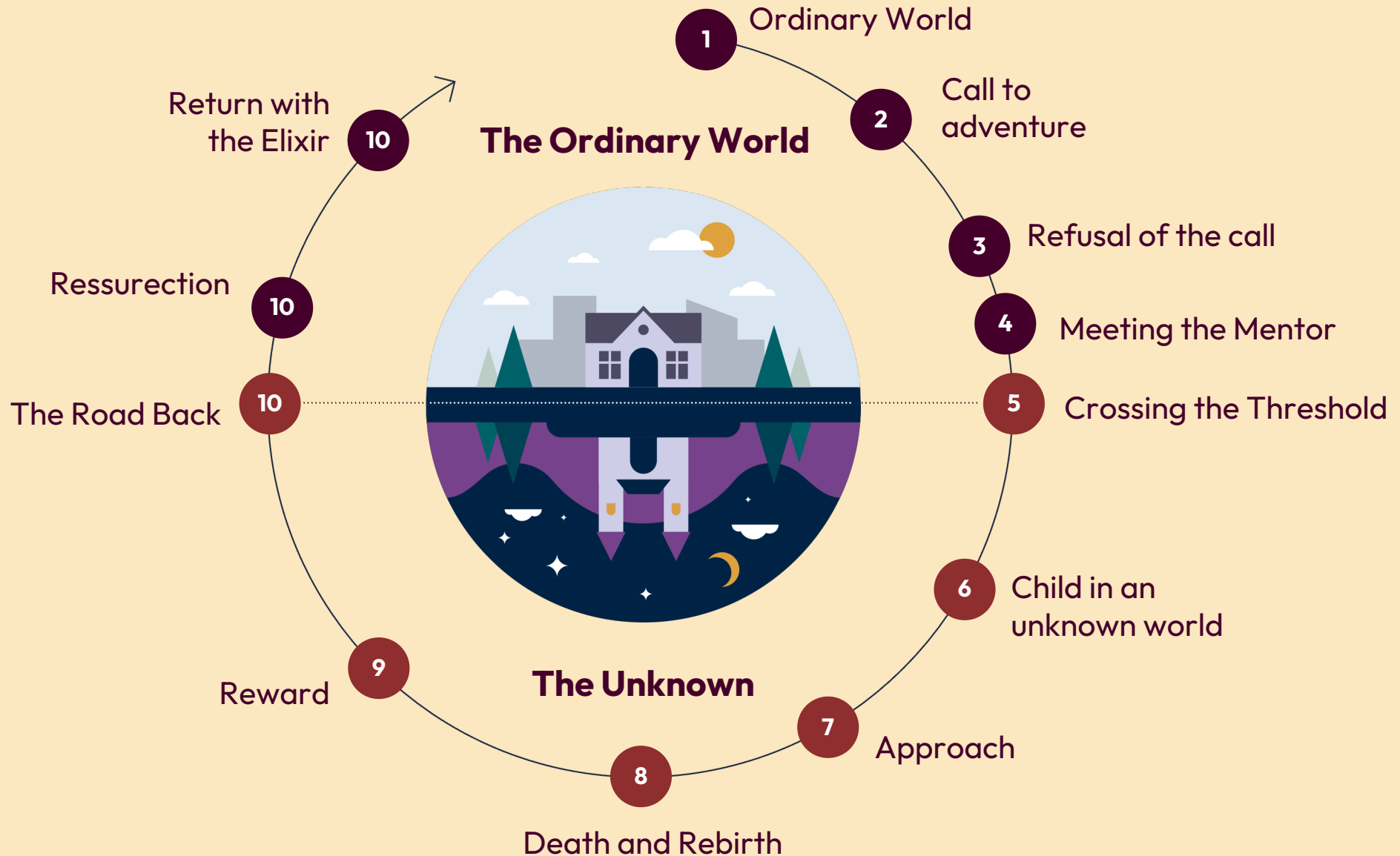
WORK

“Corporate transformations still have a miserable success rate (...). Studies consistently report that about three-quarters of change efforts flop – either they fail to deliver the anticipated impact, or they are abandoned entirely.”


ANAND NARASIMHAN

Shell Professor of Global Leadership, IMD business school

The Hero's Journey




Answering four questions



Where are we going,
and what are we
trying to achieve?



Why should I care?

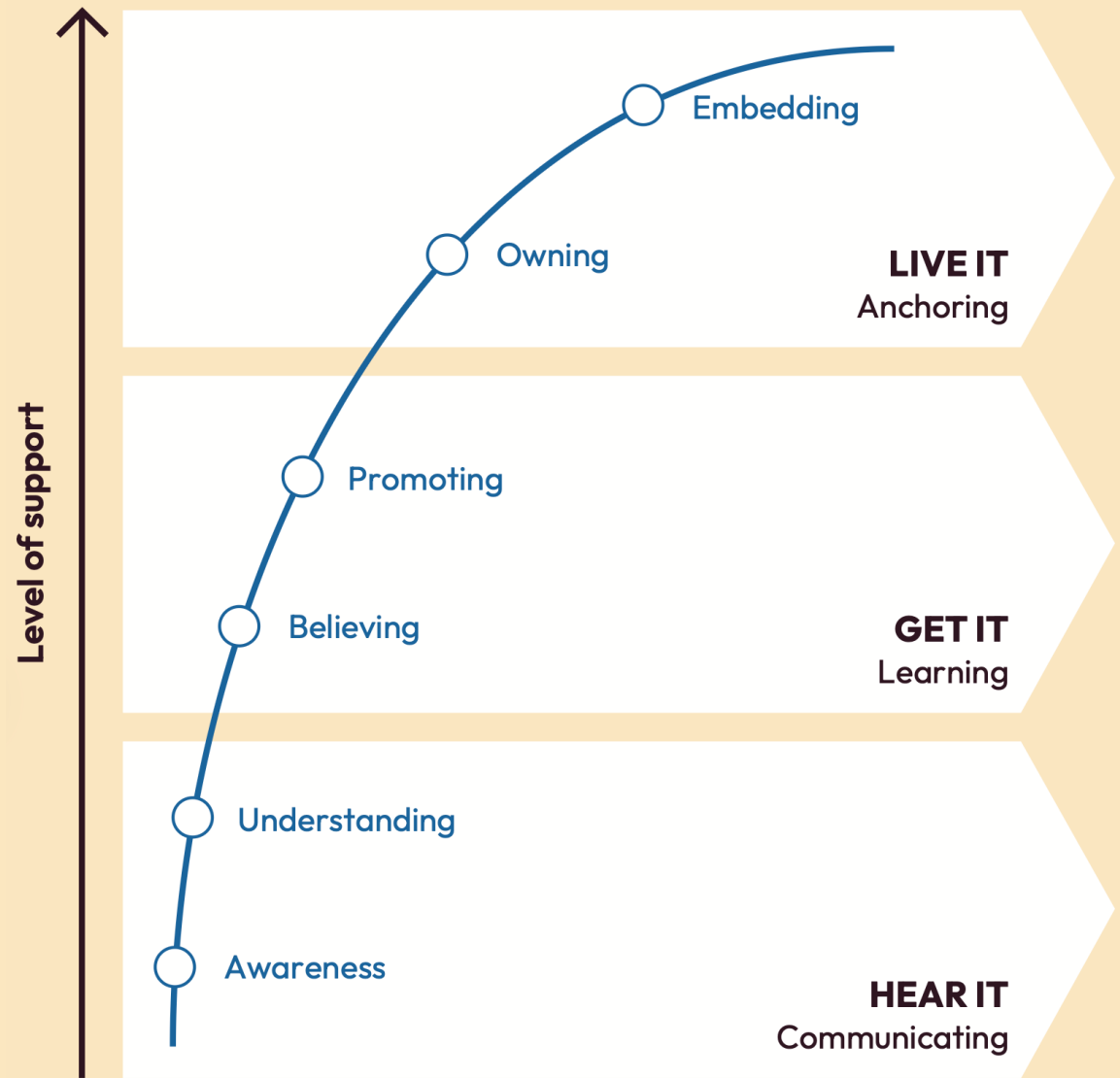


What is my role,
and how can I contribute?



To do all this,
what should I stop doing?

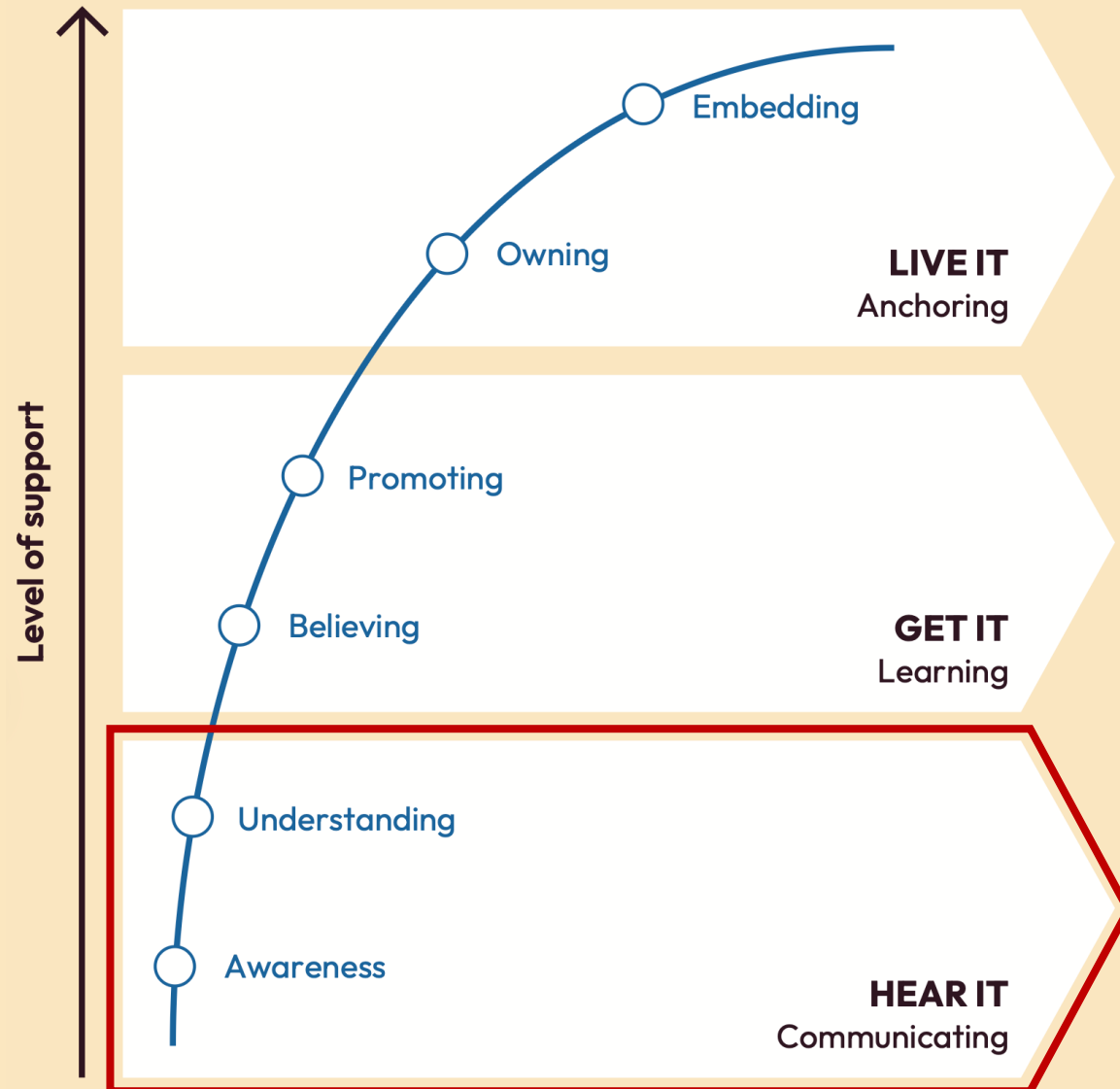
The strategy activation model



Phase 1

HEAR IT

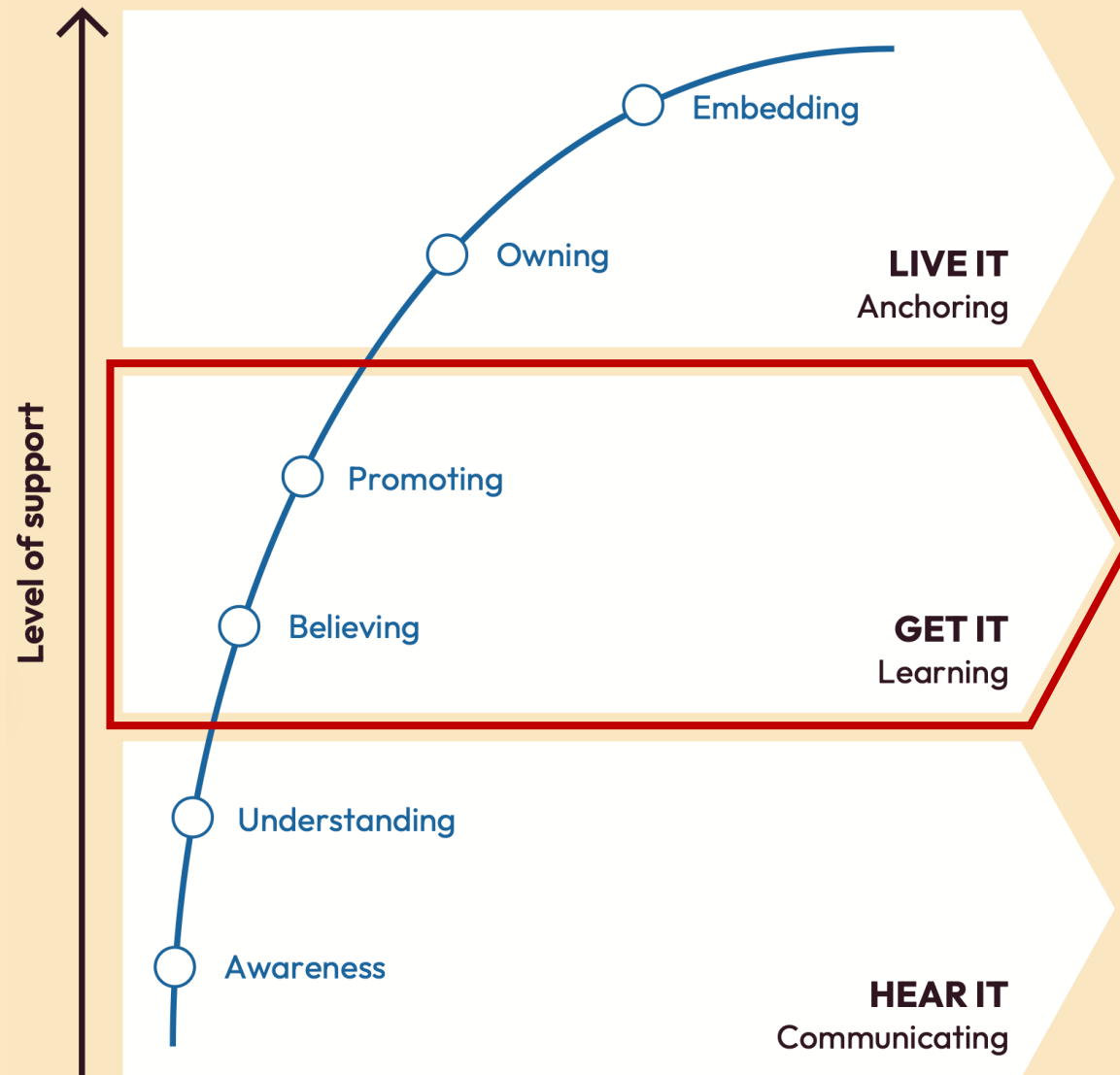
- Do we know what we want, and is senior management aligned?
- Can we communicate what we want in a meaningful way?
- Do we assume that our colleagues understand what we intended, or do we ensure shared alignment?
- Is there an emotional story that we can relate to and care about?



Phase 2

GET IT

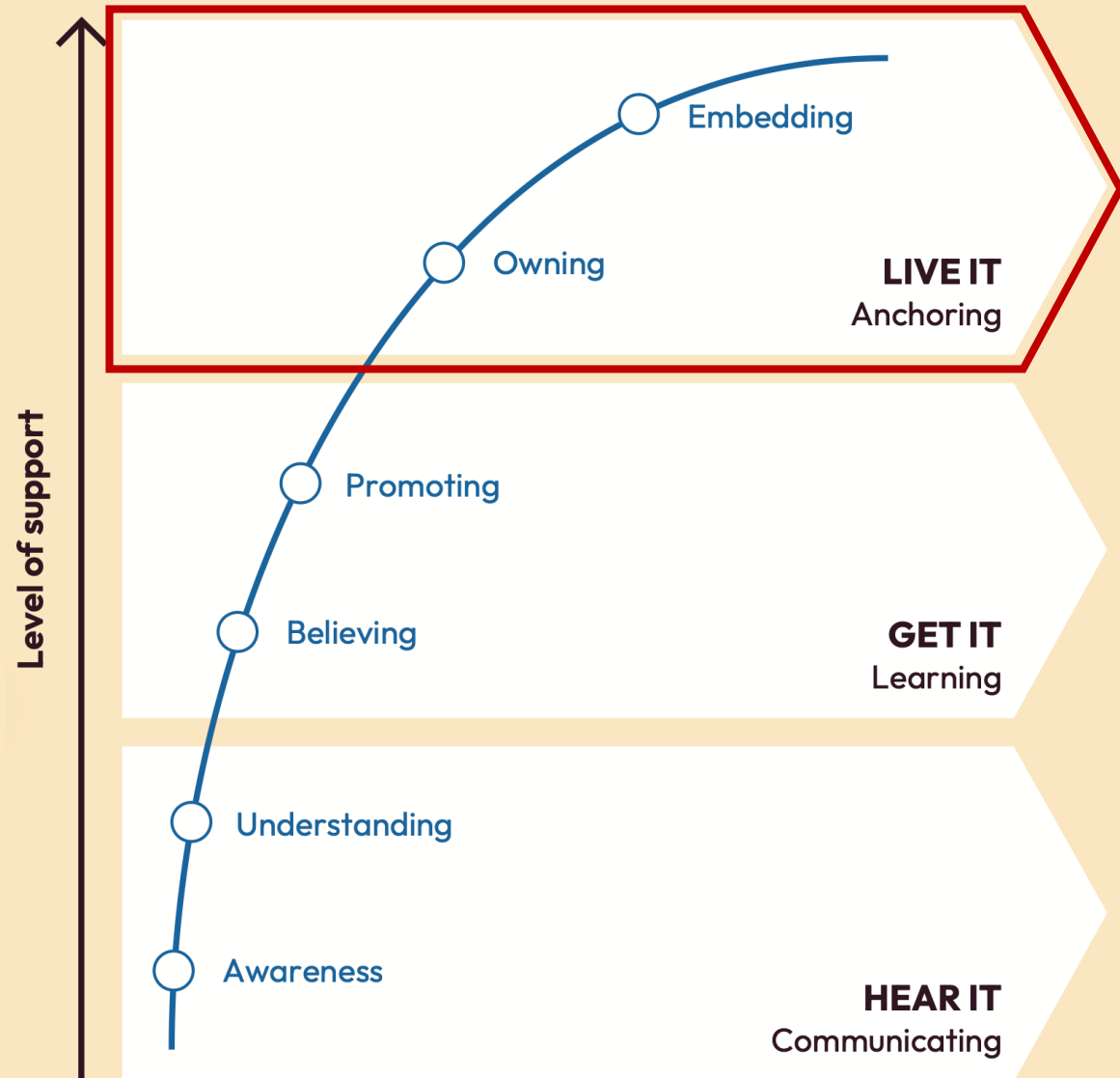
- Do we give our colleagues a fair chance to connect the WHY, WHAT and HOW in a way that makes sense for them?
- Do colleagues have opportunities to contribute, co-create and take ownership?
- Do we listen and respond to concerns and frustrations or do we just press on?
- Are people engaged as ambassadors and storytellers?



Phase 3

LIVE IT

- Do senior managing pay attention to anchoring, or has their focus moved on to other issues?
- Do we follow-up on what is working and open to adjusting plans based on real-life learnings?
- Are we allowing leaders time to embed new ways of working in daily practice?
- Are we consistent in our focus and communication, or do we assume that people remember what we said in the beginning?





LEADERSHIP LESSONS

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WORKSHOP: Identifying do's and don'ts

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JOIN OUR BIRTHDAY PARTY

Workz 25 years reception on October 23, 2026

You are invited!



SEE YOU NEXT YEAR

Days of Play 2027 on 8-12 March
Mark the calendar!

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