

Bridging the Strategy Gap in Manufacturing

From Misalignment to Engagement

The Strategic Alignment Challenge in Manufacturing

In today's ever-changing manufacturing landscape, aligning your organization behind its strategy is more critical, and more challenging, than ever.

Manufacturers are navigating a world of **global supply chain disruptions, rapid technological advancements, sustainability pressures, and shifting customer demands.**

To stay competitive, organizations must ensure that their strategic goals are not only well-defined at the executive level but also clearly understood and executed across every layer of the business.

Yet, **many manufacturers are struggling to connect strategy with execution.** According to recent research we published in our **Future of Strategy 2025 Report**, **44% of employees have difficulty seeing how their daily work contributes to the company's strategic goals.** Despite leadership teams expressing confidence in their strategic direction, many frontline workers remain disconnected from the bigger picture, leading to **inefficiencies, disengagement, and missed opportunities.**

Why Strategy Alignment is a Persistent Challenge

The core of this misalignment lies in the **traditional, top-down approach to strategy** that dominates the industry. Strategy is often **created in the boardroom and cascaded downward** through management layers, leaving frontline employees with little visibility or input. This outdated approach results in:

- **A lack of ownership and engagement:** Employees feel like passive executors rather than active contributors to strategy.
- **Competing priorities and "pet projects":** Uncoordinated initiatives lead to wasted resources and lack of strategic focus.
- **Over-reliance on outdated tools:** A staggering 79% of manufacturers still rely on Excel and PowerPoint for strategy management, limiting real-time visibility and agility.
- **Resistance to change:** Many organizations cling to rigid planning cycles, struggling to adapt their strategy mid-execution.
- **A corporate game of "Chinese Whispers":** Where the purpose and vision behind the strategy is diluted by the time we reach the shop floor.



Download the Future of Strategy 2025 Report

Download report >

The Shift Toward a More Inclusive and Agile Approach

The good news? **The future of strategy in manufacturing is changing.** Leading organizations are beginning to recognize that **strategy must be democratized**—involving employees at all levels in the process of shaping, refining, and executing strategic goals.

Democratizing strategy means shifting from a **static, top-down model to a continuous, participatory approach** where everyone—from the shopfloor to the executive suite—has a clear understanding of their role in driving the organization forward. It means leveraging digital strategy execution platforms, AI-driven insights, and real-time communication to ensure strategy isn't just a leadership exercise but a shared responsibility across the business.

What This eBook Covers

This eBook explores the root causes of strategy misalignment in manufacturing and provides a practical framework for creating a more connected, engaged, and strategy-driven organization.

- **Chapter 1** dives into the key challenges manufacturers face in aligning their strategy, including leadership disconnect, competing initiatives, and outdated tools.
- **Chapter 2** presents the pathway forward through **strategy democratization**, showing how organizations can involve their workforce in shaping and executing strategic goals.
- **Chapter 3** provides **actionable steps** manufacturers can take to integrate real-time strategy execution, leverage digital tools, and foster a culture of strategic engagement.
- **Chapter 4** gives you a play book of **templates, frameworks and checklists** designed to move you towards true strategic alignment.
- By the end of this eBook, you'll have a **clear roadmap to transform strategy from a disconnected corporate exercise into a dynamic, organization-wide movement**—one that empowers every employee to contribute to success.



It took the leadership team 30 days to build the strategy. It took the organization 30 seconds to misunderstand it.

hups

Fredrik Fjellstedt, Operational Excellence
Expert at Hups

Chapter 1:

The Root Causes of Strategy Misalignment in Manufacturing

Manufacturing companies today face immense pressure to adapt to **rapid technological advancements, shifting customer demands, and supply chain disruptions**. Strategic alignment, the ability to ensure that everyone in the organization understands and executes the corporate strategy, is more critical than ever. Yet, despite leadership confidence in their plans, many employees struggle to connect their day-to-day work to strategic objectives.

According to our research, **44% of employees find it difficult to see how their work contributes to broader goals**. This misalignment leads to inefficiencies, disengagement, and wasted resources. The disconnect is **not due to a lack of ambition**, manufacturers want to align their workforce—but rather due to long-standing issues in how strategy is **created, communicated, and executed**.

This chapter explores the **three biggest roadblocks to strategic alignment** in manufacturing organizations and why they continue to hold companies back.

44% of employees find it difficult to see how their work contributes to broader goals

The Traditional Top-Down Strategy Model and Its Pitfalls

For decades, manufacturing companies have followed a **top-down approach to strategy**, where executives define strategic goals, middle managers translate them into action plans, and frontline workers execute orders. While this model **ensures centralized control**, it often fails to **engage employees or adapt to operational realities**.





The Problems with Top-Down Strategy

- **Employees become passive executors, not active contributors** - Frontline workers feel like they are simply following instructions, rather than shaping or improving the strategy.
- **Strategic decisions don't reflect operational reality** - Executives may set ambitious goals, but without input from production teams, those goals may be unrealistic or disconnected from real-world challenges.

Communication gaps create confusion - Strategies are often shared through one-off presentations or static documents instead of ongoing, interactive discussions, leading to misinterpretations at different levels of the organization.

Why This Model No Longer Works

Manufacturing operations are more **dynamic and complex than ever**. A rigid, top-down approach:

- **Slows down decision-making** - executives must approve every strategic shift.
- **Limits innovation** - employees who work directly with machinery, supply chains, and production processes **are not empowered to suggest strategic improvements**.
- **Reduces agility** - when market conditions change, the organization struggles to pivot because strategy is treated as a **fixed plan rather than a living process**.

The solution?

A more **participatory, continuous approach to strategy creation**—one that allows for real-time adjustments and greater input from those on the front lines.

The “Pet Project” Problem and Strategic Drift

One of the biggest barriers to strategic alignment in manufacturing is the overabundance of competing initiatives—many of which have little to no connection to the company’s core objectives.

What is the “Pet Project” Problem?

“Pet projects” are initiatives that:

- **Lack clear alignment** with corporate strategy.
- **Are championed by individuals** (often executives or department heads) based on personal preferences rather than data.
- **Compete with core strategic initiatives**, consuming resources without delivering measurable impact.

According to our research, an overwhelming number of non-strategic projects cost manufacturers millions of dollars and months of lost productivity.

How This Hurts Execution

- **Resource overload and execution paralysis** - Too many projects stretch budgets, personnel, and machinery too thin, reducing execution speed.
- **Loss of strategic focus** - When leadership pursues **dozens of disconnected projects**, teams become confused about which initiatives truly matter.
- **Employee frustration and burnout** - Teams feel overwhelmed and demotivated when priorities constantly shift without explanation.

Why Does This Happen?

- **Reactive decision-making** - Instead of following a clear roadmap, leaders **launch initiatives in response to short-term problems**.
- **Lack of prioritization frameworks** - Without a structured approach like **Hoshin Kanri or OKRs**, it’s difficult to **filter out low-value projects**.
- **No single source of truth** - Without a centralized system to track strategy, decision-making becomes **fragmented and inconsistent**.



By eliminating pet projects and prioritizing execution, manufacturers can **increase efficiency and ensure that strategic initiatives deliver real business value.**

Outdated Tools and Fragmented Execution

Despite the complexity of modern manufacturing, many organizations **still rely on outdated tools like spreadsheets and PowerPoint for strategy execution.** This creates a slow, fragmented approach to execution that **lacks real-time visibility.**

The Current State of Strategy Execution Tools

- **79% of manufacturing organizations still use Excel for strategic planning.**
- **Few organizations have real-time strategy tracking systems.**
- **Data silos make it difficult to measure execution progress across teams and departments.**

Why This Is a Major Problem

- **Lack of real-time decision-making** – When strategy is managed through static documents, **teams can't quickly adjust to changes** in the market.
- **No single source of truth** – Without an integrated platform, different **teams track execution in different ways, leading to misalignment and inconsistency.**
- **Inability to connect strategy with execution** – Many organizations struggle to bridge the gap between **high-level strategy and operational work**, leaving employees without clear direction.
- Manufacturers that modernize their strategy execution systems **gain a significant competitive advantage**, as they can **track, adjust, and refine their strategy in real-time.**

79% of manufacturing organizations still use Excel for strategic planning

From Misalignment to Engagement

Strategic misalignment in manufacturing isn't just an inconvenience - it's a major business risk. When employees **don't see how their work connects to corporate goals**, execution suffers.

The **three biggest roadblocks—top-down strategy creation, competing pet projects, and outdated tools**—all contribute to **poor execution, wasted resources, and low engagement**.

To fix this, manufacturers must:

1. **Make strategy a continuous, participatory process**, rather than a one-time executive exercise.
2. **Prioritize execution by eliminating non-strategic projects**.
3. **Modernize strategy execution tools for real-time visibility**.

In the next chapter, we'll explore how manufacturers can move toward **democratizing strategy**, creating a culture where **every employee understands, contributes to, and actively drives strategic execution**.

Let's shift from **misalignment to engagement**—and unlock the full potential of manufacturing strategy execution.



61% of corporate strategists say poor strategy execution is the primary reason that new growth initiatives fail.

Gartner[®]

Marc Kelly, VP at Gartner



Chapter 2: The Path Forward – Democratizing Strategy in Manufacturing

Manufacturers that struggle with strategic alignment often rely on outdated models where strategy is **created at the top and handed down** with little input from the people executing it. This approach results in **disengaged employees, slow decision-making, and a lack of agility** when responding to market shifts.

The solution is **democratizing strategy**—a process that moves away from top-down execution and instead **engages employees at all levels in shaping, refining, and delivering strategy**.

By involving teams in the **decision-making and execution process**, manufacturers can:

- Create **greater alignment** between strategy and day-to-day operations
- Improve **employee engagement and accountability**
- Increase **agility by making strategy a continuous process** rather than a static plan

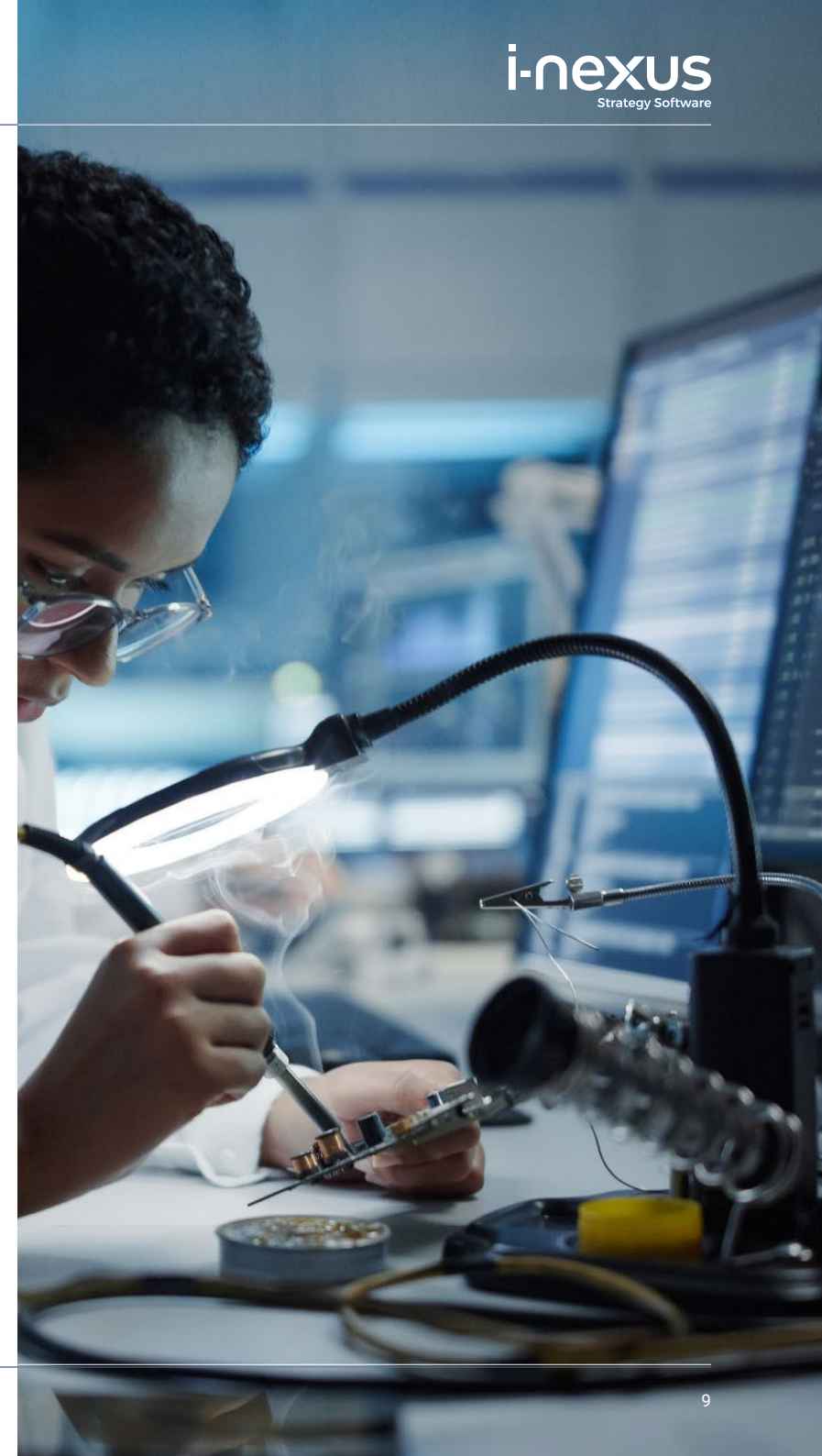
This chapter outlines **four key steps** to democratizing strategy and ensuring that execution is **both effective and measurable**.

Rethinking Strategy as a Collaborative, Continuous Process

The first step in democratizing strategy is **moving away from static, top-down planning** and adopting a more **inclusive, ongoing approach**. Traditional annual planning cycles do not allow manufacturers to **adjust quickly** in response to changing conditions.

Challenges with Traditional Strategy Planning

- Strategies are often set **once per year**, with little room for mid-course corrections
- Employees **lack visibility into adjustments** and may continue working on outdated priorities
- Decision-making is **slow and bureaucratic**, preventing quick responses to challenges



The Shift to Continuous Strategy Execution

- Strategy should be treated as a **living process** that evolves in real-time
- Cross-functional teams must have **regular check-ins** to ensure alignment
- Digital platforms should be used to **track execution progress and adjust goals as needed**

By shifting from **top-down execution to a more dynamic approach**, manufacturers can improve **responsiveness and strategic clarity**.

Implementing Digital Tools for Real-Time Strategy Execution

One of the biggest barriers to democratizing strategy is the **reliance on outdated tools like spreadsheets and PowerPoint**. These tools create **data silos, slow decision-making, and limit visibility across departments**.

The Problem with Manual Tools

- **79% of manufacturers still use Excel for strategy execution**
- Information is **fragmented**, making it hard to track real-time progress
- Teams struggle to **connect operational work to strategic goals**

How Digital Strategy Execution Platforms Help

- **Real-time tracking** ensures teams can **see progress and adjust** accordingly
- **Automated reporting** reduces time spent on manual updates
- **AI-powered insights** help leaders identify execution bottlenecks before they become problems
- **Cloud-based collaboration** allows employees across different locations to stay aligned

By **modernizing strategy execution tools**, manufacturers can **increase efficiency, reduce misalignment, and create a single source of truth** for strategic initiatives.



Connecting the Shopfloor to Strategy

A key element of strategy democratization is **ensuring that frontline employees understand how their work contributes to company goals**. Many manufacturers struggle with **disconnects between leadership and production teams**, leading to **confusion, inefficiencies, and low engagement**.

Challenges in Connecting Strategy to Daily Work

- Employees often **do not see how their tasks impact corporate strategy**
- Strategies are communicated in **complex terms**, making them difficult to translate into action
- Middle managers may **interpret strategy differently**, leading to inconsistencies

Practical Steps to Bridge the Gap

- Use **visual management techniques** such as **strategy maps, dashboards, and digital boards** to show employees how their work connects to larger goals
- Implement **Hoshin Kanri or OKRs** to break down high-level objectives into **measurable, team-level goals**
- Train managers to **act as strategic translators**, ensuring that corporate objectives are clearly communicated in ways employees can understand
- Establish **feedback loops** where frontline workers can share **operational insights with leadership**, ensuring that strategy is **grounded in real-world execution challenges**

By making strategy more **visible and accessible**, manufacturers can improve **engagement, efficiency, and accountability** across all levels of the organization.

Creating a Culture of Transparency and Engagement

For strategy democratization to be successful, manufacturers must create a culture where employees feel empowered to contribute to strategic execution. This requires moving beyond one-way communication and fostering an environment of openness and collaboration.

Common Barriers to Engagement

- Employees see strategy as **“something the executives do”** rather than a shared responsibility
- Organizations fail to **clearly communicate why strategic changes are happening**
- Lack of transparency leads to **confusion, disengagement, and resistance to change**



Building a Transparent, Engaged Culture

- **Regular strategy updates** should be shared with all employees, not just leadership
- Use digital platforms to make strategy execution **visible and interactive**
- Encourage **cross-functional collaboration** by bringing together teams from different departments to work on strategy execution
- Recognize and **reward employees** who contribute to strategic improvements

A culture of **engagement and transparency** leads to **higher motivation, better execution, and stronger alignment** between strategy and daily operations.

The Future of Strategy is Collaborative

Manufacturers that continue to rely on **top-down, static strategy models** will struggle to keep pace with **market changes, supply chain disruptions, and evolving customer expectations**. The **future of strategy** execution lies in democratization—a process that empowers employees at all levels to **understand, contribute to, and execute strategic goals**.

The key steps to making this transition include:

- Shifting from **static strategy planning to a continuous execution model**
- Implementing **modern digital tools for real-time tracking and decision-making**
- Connecting the **shopfloor to strategy** through clearer communication and engagement
- Creating a **culture of transparency and accountability**

By adopting these practices, manufacturers can ensure **greater strategic alignment, increased agility, and stronger execution performance**.

In the next chapter, we will explore **specific, actionable steps** manufacturers can take to **bring strategy democratization to life** and achieve measurable success.



Chapter 3:

Actionable Steps for Manufacturers to Improve Strategy Alignment

Manufacturers that want to align their workforce with strategic goals must go beyond **top-down mandates and disconnected execution processes**. The shift to democratized strategy execution requires clear **structures, tools, and communication practices** to ensure that employees at all levels understand their role in **driving business success**.

This chapter outlines practical, step-by-step actions that manufacturing organizations can take to:

- Establish a **structured framework** for aligning corporate, functional, and individual goals
- Move from static to **dynamic strategy execution** using digital tools
- Improve **strategic communication across all levels of the organization**
- Create a **system for measuring, adjusting, and sustaining strategic execution**

Establishing a Clear, Tiered Strategy Framework

One of the biggest reasons for strategy misalignment is a lack of clarity in how high-level goals connect to individual responsibilities. Employees often receive vague directives like “reduce waste” or “improve efficiency,” without a clear roadmap for how to achieve them.

To ensure alignment, organizations should break strategy into four distinct layers:

1. **Corporate Strategy – High-level goals set by executives based on market trends, competitive positioning, and long-term vision.**
2. **Functional Strategy – Department-level objectives that align with corporate goals (e.g., supply chain, production, quality control).**
3. **Team Objectives – Specific, measurable targets for workgroups (e.g., reducing cycle times, improving first-pass yield).**
4. **Individual Contributions – Personalized goals that tie directly to the organization's strategic priorities.**

Tools for Structuring Alignment

Hoshin Kanri X-Matrix

A structured framework that ensures strategic goals flow through all levels of the organization.

[Download template >](#)

OKRs (Objectives & Key Results)

A goal-setting system that links big-picture objectives with measurable results at every level.

[Read Blog >](#)

Strategy Maps

Visual tools that show the cause-and-effect relationship between strategy and operational work.

[Download template >](#)

With a **clear, tiered framework**, employees can **see exactly how their work contributes to the company's overall success**.

Upgrading from Static to Dynamic Strategy Execution

Traditional manufacturing strategy relies on **annual planning cycles** that quickly become outdated. **Modern strategy execution must be dynamic, allowing for real-time tracking, feedback, and adjustments.**

The Problem with Static Execution

- Annual planning cycles create **rigid structures** that fail to adapt to **market changes, supply chain disruptions, and production challenges.**
- Leadership teams lack **real-time visibility** into progress, leading to **delays in identifying and correcting misalignment.**
- Employees receive strategy updates **too infrequently**, making it difficult to stay engaged and aligned.

Transitioning to Dynamic Execution

- **Adopt cloud-based strategy execution platforms to track progress in real-time.**
- **Replace static reporting with interactive dashboards** that provide visibility across teams.
- **Schedule quarterly or monthly strategic reviews** instead of relying on annual updates.
- Use **AI-powered insights** to analyze execution data and identify bottlenecks.

When strategy execution becomes **continuous and adaptable**, manufacturers can **respond quickly to challenges and maintain alignment** across all levels of the organization.

Aligning People with Strategy Through Better Communication

Even the best strategies fail if they are **poorly communicated.** Many manufacturing organizations struggle because strategy is **only shared at the leadership level**, leaving frontline employees in the dark.

Common Communication Issues

- Strategy is explained in **abstract, corporate language** that employees don't understand.
- Strategic priorities are shared **only once per year**, rather than reinforced regularly.
- Middle managers interpret strategy **differently**, leading to **inconsistencies in execution.**

How to Improve Strategic Communication

- **Make strategy visible** – Use digital dashboards, visual boards, and regular strategy updates to keep employees informed.
- **Create two-way communication** – Allow employees to ask questions, provide feedback, and contribute ideas.
- **Use storytelling** – Help employees understand strategy by sharing real-world examples of how their work contributes to success.
- **Train managers as strategy translators** – Equip team leaders with the tools to effectively communicate strategy to frontline workers.

When employees clearly understand **why strategy matters and how they contribute**, they are **more engaged, motivated, and aligned.**



Measuring and Adjusting Strategy in Real-Time

For strategy execution to be effective, organizations need a **system to track performance, identify problems, and make course corrections.**

Common Measurement Challenges

- Companies track **too many metrics**, making it difficult to focus on **what truly drives strategic success.**
- KPI tracking is **inconsistent across departments**, leading to **misalignment in reporting and analysis.**
- Teams struggle to see the **cause-and-effect relationship** between their actions and overall business outcomes.

How to Track and Adjust Strategy Execution

- **Identify key strategic KPIs** – Focus on a small set of **high-impact metrics** rather than overwhelming employees with too many targets.
- **Use AI-driven analytics** – Leverage **predictive insights to identify early warning signs** of execution failures.
- **Enable real-time performance tracking** – Use dashboards to **monitor progress and adjust plans as needed.**
- **Hold monthly review sessions** – Instead of waiting for **annual strategy updates**, ensure that teams are **adjusting their execution plans regularly.**

Key Metrics for Strategy Execution

- **Strategy Adoption Rate** – Measures how well employees understand and engage with strategic initiatives.
- **Execution Speed** – Tracks how quickly teams implement key initiatives.
- **Alignment Score** – Measures how closely team-level objectives match corporate strategy.
- **ROI of Strategic Initiatives** – Evaluates whether strategic projects deliver measurable business impact.

By shifting to **real-time strategy measurement**, manufacturers can **continuously refine their execution approach and maintain focus on what truly drives success.**



Turning Strategy into a Competitive Advantage

Strategic alignment is **not just about planning; it's about execution**. Manufacturers that want to stay competitive must **transform how strategy is communicated, tracked, and adapted**.

The key steps to success include:

1. **Establishing a clear, tiered strategy framework** so that every employee understands how their work contributes to corporate goals.
2. **Moving from static planning to dynamic execution** by using digital tools for real-time tracking.
3. **Improving communication** by making strategy visible and engaging employees at all levels.
4. **Tracking and adjusting strategy execution** through real-time data, AI insights, and regular performance reviews.

By **democratizing strategy execution**, manufacturers can build organizations that are **agile, engaged, and aligned for long-term success**.

In the final section, we will provide a **playbook of actionable templates and checklists** to help manufacturers implement these steps in their organizations.

Chapter 4:

Strategy Execution Playbook for Manufacturing Leaders

Implementing a **democratized, real-time strategy execution model** requires more than just a shift in mindset—it demands **structured processes, practical tools, and disciplined execution**. This final chapter provides a **strategy execution playbook** with **checklists, templates, and best practices** to help manufacturing leaders **turn strategic alignment into measurable success**.

Strategy Execution Checklist

Before implementing a new strategy execution approach, manufacturers should evaluate their **current capabilities and gaps**.

Strategic Planning & Alignment

- ✓ Does your organization have a clear, well-defined corporate strategy?
- ✓ Are department, team, and individual objectives aligned with corporate goals?
- ✓ Do employees understand how their work contributes to strategic success?

Communication & Engagement

- ✓ Are strategy updates shared frequently with employees at all levels?
- ✓ Are middle managers trained to translate strategy into clear, actionable goals?
- ✓ Do employees have channels to provide feedback and suggest improvements?

Execution Frameworks & Tools

- ✓ Is strategy execution a continuous process rather than a static annual plan?
- ✓ Are strategy execution platforms and real-time dashboards in place?
- ✓ Do teams use OKRs, Hoshin Kanri, or other frameworks to link strategy to daily operations?

Measurement & Adaptation

- ✓ Are there clear KPIs in place to track execution success?
- ✓ Is real-time data used to adjust strategy execution in response to market changes?
- ✓ Does leadership regularly review and refine strategic priorities?

If any of these areas are weak, leadership teams should prioritize **closing these gaps before rolling out broader execution improvements**.

Strategy Alignment Template

To ensure all initiatives are aligned with corporate objectives, manufacturers should use a strategy alignment template like the one below:

| Corporate Objective | Functional Goal | Team-Level Initiative | Owner | KPI / Success Metric | Review Frequency |
|------------------------------------|----------------------------------|--|----------------------|----------------------------------|------------------|
| Reduce production costs by 10% | Improve supply chain efficiency | Implement automated inventory tracking | Supply Chain Manager | Inventory variance reduction (%) | Monthly |
| Increase first-pass yield by 15% | Reduce defects in assembly line | Standardize QA processes and training | Operations Director | Defect rate reduction (%) | Quarterly |
| Improve customer order fulfillment | Streamline production scheduling | Introduce AI-based demand forecasting | Manufacturing Lead | Order accuracy (%) | Bi-weekly |

This simple table can provide an easy and simple way to begin aligning your strategy, but if you're ready for something more robust and multi-dimensional, our **Strategic Planning Excel template** is designed to take you through each step of building your plan.

[Download template >](#)

Choosing the Right Strategy Execution Tools

Manufacturers must move **beyond spreadsheets and PowerPoint** to modern, **real-time strategy execution platforms**. The following table provides a **quick guide to selecting the right tools**:

| Tool Type | Function | Recommended Platforms |
|---------------------------------|--|---|
| Strategy Planning & Alignment | OKRs, Hoshin Kanri, Strategy Maps | i-nexus strategy execution software, Cascade, Lucidity |
| Execution Tracking & Visibility | Real-time dashboards, KPI tracking | i-nexus strategy execution software, Power BI, Tableau |
| Collaboration & Communication | Employee engagement, team alignment | i-nexus strategy execution software, Microsoft Teams, Slack, Miro |
| AI & Predictive Insights | Performance analytics, risk identification | i-nexus strategy execution software, Google Cloud AI, ChatGPT |

By investing in **the right technology stack**, manufacturers can improve **visibility, efficiency, and real-time decision-making**.

Case Study

A single source of truth for a more structured, automated approach to strategy execution

Hussey Seating is a leading manufacturer of seating solutions for stadiums, arenas, and gymnasiums with 180 years of experience. Hussey operates as a single-location company, priding itself on innovation, quality, and customer service.

The Challenge

Hussey Seating struggled with **strategy execution gaps**:

- Having used the Hoshin Kanri methodology of strategy execution for several years, it was routinely bogged down by a heavy reliance on Excel. Countless files with never-ending tabs, emails, and a make-shift toolset made it difficult to track and align the business towards its breakthroughs.
- The poor project progress visibility, coupled with heavy-effort and low-reward manual reporting processes, consumed valuable time and resource. Without a central location, it was harder for leaders to enforce accountability and track performance to target.
- Hussey knew what they needed – a single source of truth – that would bring a more structured, automated system to improve its strategy execution. As its operations grew in step with Hoshin maturity, Hussey needed a system to house their approach.

Outcomes

Customer outcome

- Hussey uses i-nexus to digitalize its Hoshi Kanri strategy execution. Breakthrough goals through to annual strategic and operational projects are found in one location.

How they're using i-nexus

- Hussey have created great rigor in their reporting, leveraging automated Key Management Objective exception reporting to support leadership in easily tracking, identifying, and improving performance – all possible from having one source of truth for strategy execution.
- With i-nexus, Hussey can plot and track its strategic growth with a consistency and scalability that puts them at the cutting edge of their industry – setting them up for a further century of innovation and customer delight.



i-nexus benefits

- i-nexus has replaced the manual, Excel-based processes that Hussey had and given it a centralized, automated system, saving time and reducing the administrative burden on teams.
- Hussey leadership can now track the progress of strategic goals and projects in real time, helping align all teams with its objectives, in turn holding individuals accountable for their performance.
- With real-time strategy execution data available, leadership can analyze insights into the status of strategic projects, enabling timely decisions based on data.
- With i-nexus in place, Hussey is better positioned to manage its strategic projects as it scales, ensuring that new projects and objectives seamlessly integrate into their Hoshin strategy.
- To overcome the change management challenge of new technology, the phased approach to implementation allowed employees to follow a training structure that drove high adoption rates.

By the numbers:

| Users | KPIs | Projects |
|-------|------|----------|
| 141 | 107 | 110 |

Making Strategy Execution a Competitive Advantage

Strategic alignment is **not just a leadership responsibility—it is a company-wide effort** that requires **clear structures, engagement, and real-time execution tracking.**

Key Actions for Manufacturing Leaders

1. **Adopt a tiered strategy framework** that links corporate goals to daily operations
2. **Move from annual planning to continuous strategy execution**
3. **Use digital tools for real-time tracking and accountability**
4. **Improve communication and employee engagement** to ensure alignment
5. **Measure and adjust execution performance in real time**

Organizations that embrace **strategy democratization and digital execution tools** will gain a **competitive advantage** in today's fast-moving manufacturing environment.

The future of manufacturing belongs to companies that can **turn strategy into action—efficiently, continuously, and collaboratively.**

If you'd like to discuss how you can bring more alignment to your strategy, then book a discovery call with one of our Solution Consultants

[Book a call >](#)

Who are we

We're driven by our passion to your organization thrive and deliver the change it wants to see.

Through our intuitive, powerful strategy software, we align everyone and *everything* in your organization to help you achieve more of your goals, with less effort.

We wrap around you

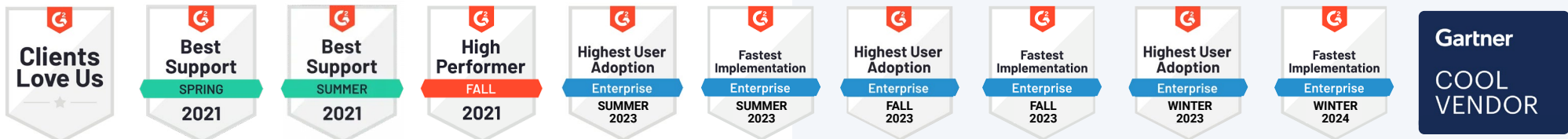
We use two decades of experience in strategy execution, Hoshin Kanri, Lean, Six Sigma, and project management to help you overcome challenges, spot gaps, and accelerate the success of your organization.

Trusted by global organizations



From our launch meeting, which exceeded my expectation, we've used i-nexus as centre of operations – from day-to-day execution to quarterly outcomes review with our board of directors.

Mauricio Zavatti, CEO, Davlyn Group



Discover the better way to achieve your goals
Watch i-nexus in action by [visiting i-nexus.com](https://i-nexus.com) today

UK: +44 (0)845 607 0061
USA: +1 855 615 1589
info@i-nexus.com

i-nexus is the trading name of i-nexus Global plc registered in England & Wales, registration number 11321642, VAT registration number GB 300 149 263. All rights reserved. Various trademarks held by their respective owners.