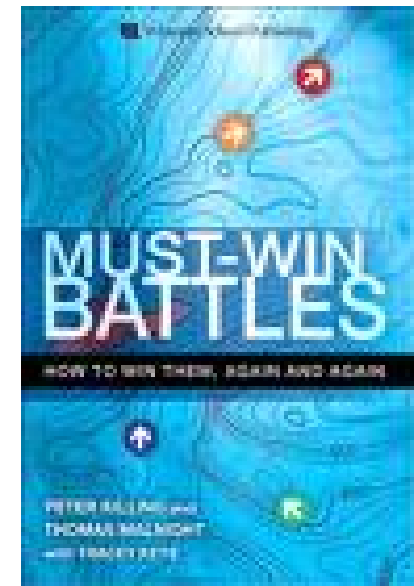

Looking Back on Our Success



Adapted from Tracey Keys

Copyright 2010 © by IMD International, Lausanne. Not to be reproduced without permission.

Looking back on our success

It is 2020.

As a leader of one of the most respected Executive Education success stories of the “teens”, you are being interviewed by a journalist from a well respected magazine to explain your dramatic success in helping to achieve such great results over the past ten years.



Adapted from Tracey Keys

Copyright 2010 © by IMD International, Lausanne. Not to be reproduced without permission.

Regarding your dramatic success: *a nuanced view*

- What are the key dimensions of your dramatic success? What have you achieved?
- What value are you creating for your stakeholders?
- What new capabilities has the organization developed by 2020 that it did not have in 2010?
- What is it about your organization model that helps you create value? What are your most important relationships inside and outside?
- How does it feel to work in this organization in 2020? Has the culture changed since 2010? Have your organizational values changed?
- What were the major obstacles and risks that you faced on your journey between 2010 and 2020? How did you manage them?

Adapted from Tracey Keys

Copyright 2010 © by IMD International, Lausanne. Not to be reproduced without permission.