

Executive Involvement in Strategic Initiatives

Recently, I read an excellent article about the importance of executive involvement in strategic initiatives: "[**5 Best Practices for Managing Strategic Initiatives**](#)". I believe Bob Paladino's ideas will resonate with you, like they did with me.

All 5 of the best practices tie to some level or another of executive involvement, and I cannot echo that loudly enough.

Having executive involvement—which is sometimes simply the physical presence in key meetings— really illustrates the importance of the initiative. It answers the "who cares" question when project team members run into competing priorities.

Plus, executive leadership can help steer initiatives when it's critical to maneuver around sticking points that typically can stall or halt a project.

The bottom line is that without executive sponsorship, initiatives don't have the legs to move and almost always fail.

I hope you'll take a few minutes to read the article and let me know what you think. I'd enjoy reading your comments.



A passionate organizer of people and initiatives, Erica Smigielski brings over twenty years of experience in project leadership to financial software and SaaS companies who want to launch their next big idea. She leads large-scale, complex projects like product launches and company mergers and acquisitions as well as focused efforts to bring structure and process to fast-track businesses. Erica holds certifications as a Stanford Advanced Project Manager as well as a Certified Group Facilitator, making her a master orchestrator of strategic planning, as well as a skillful communicator who can expertly navigate complex group dynamics.