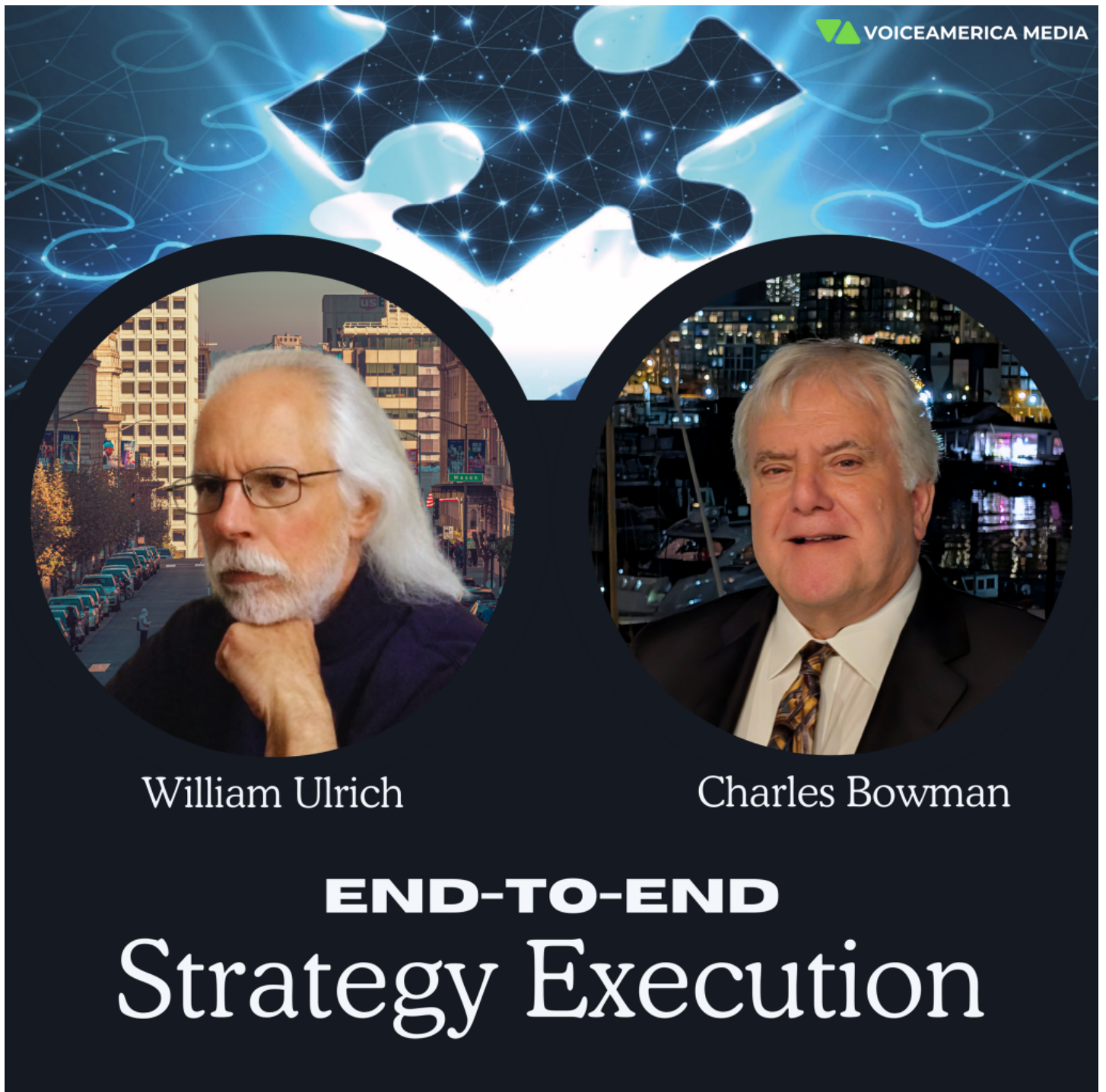


## End-to-End Strategy Execution Podcast Season 1 is Live

Subject: Season 2 Launches in September 2026 with New Topics, Expert Guests, and Expanded Insights



William Ulrich

Charles Bowman

# END-TO-END Strategy Execution

**San Francisco, California Jun 10, 2026 ([IssueWire.com](http://IssueWire.com))** - Organizations across every industry struggle with one of the most persistent challenges in business: successfully executing strategy. Despite decades of investment in strategic planning, digital transformation, operational modernization, and third-party technology, studies consistently show that a significant percentage of enterprise strategies fail to achieve intended outcomes. Even with the rapid rise of artificial intelligence, many organizations are

still unable to translate strategic investments into measurable success, with research indicating that as much as 80 to 90 percent of AI-related investments fail to deliver expected value.

The [End-to-End Strategy Execution podcast](#), hosted by transformation experts William Ulrich and Charles Bowman, was created to address this growing challenge head-on. Now, with the successful launch of Season 1, the podcast is gaining attention for its practical and systematic approach to strategy execution.

Available now on the VoiceAmerica Media Business Channel and major podcast platforms, the first 13 episodes guide listeners through the complete lifecycle of strategy execution, from strategy formulation through deployment. The series mirrors the overall approach presented in William Ulrich and Charles Bowman's latest book, [End-to-End Strategy Execution: From Inception through Solution Deployment](#), which provides organizations with a structured framework for aligning business strategy, architecture, design, and execution, all in context of a vision for the future.

Throughout Season 1, Ulrich and Bowman weave together a compelling narrative that targets strategic planning teams through technology specialists and everyone in between. Their message is reinforced through interviews with leading experts.

The journey explored in their podcast and accompanying book culminates in the “cognitive vision” — which envisions an enterprise as an adaptive, learning ecosystem capable of continuously evolving in response to changing business conditions. The cognitive vision provides organizations seeking a mid-to-long-term AI strategy with a path forward.

As the podcast enters its next chapter, co-host Charles Bowman will be stepping away from the series to focus on other priorities. His insights and expertise were instrumental in shaping the success of Season 1. William Ulrich will continue leading the podcast into Season 2, building on the established framework while introducing new perspectives and guest experts to further advance the conversation around strategy execution and enterprise transformation.

Season 2 of End-to-End Strategy Execution is scheduled to launch in September 2026 and will expand upon the foundational themes introduced in the first season. In the meantime, check out the book and season 1 of the podcast and get ready for the next chapter in this exciting journey.

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