

### Introduction

Strategy implementation is a term used to describe the activities within an organization to manage the execution of a strategic plan.



Strategy implementation is the translation of chosen strategy into organizational action so as to achieve strategic goals and objectives.

- Develop
- Utilize
- Amalgamate

organizational structure, control systems, and culture to follow strategies that lead to competitive advantage and a better performance.

- Special value developing tasks and roles to the employees.
- Maximize efficiency, quality, and customer satisfaction.

#### **Nature:**

- Action oriented
- Wide ranging involvement
- Demanding varied skills
- Required leadership
- Integrated process







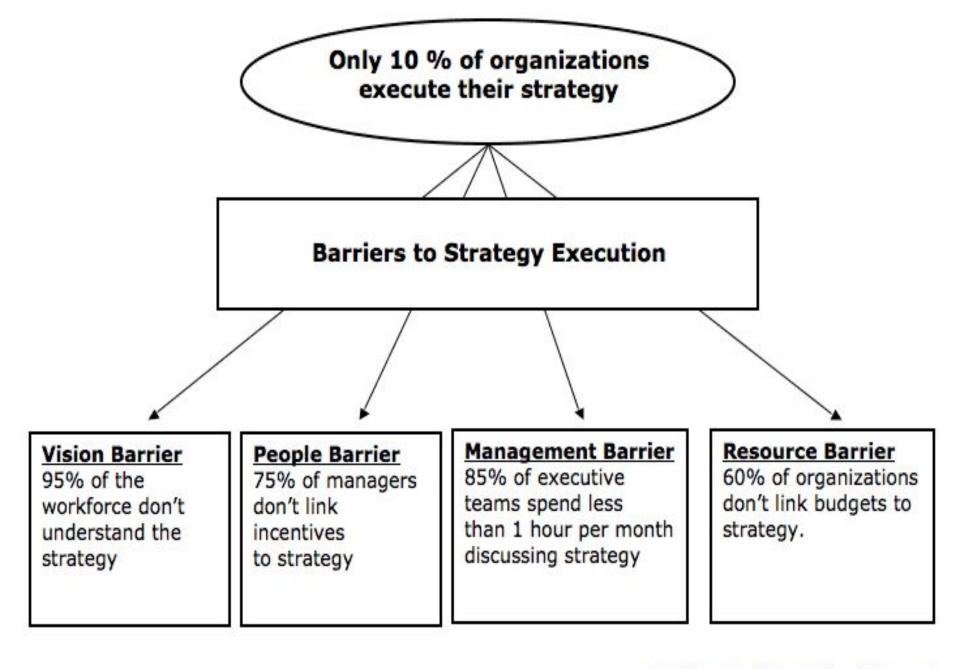
- Strategic Planning
- (What to do overall)
- Strategic Implementation
- •(How to do it
- Day to day operations)

#### THE STRATEGY IMPLEMENTATION PROCESS



## 9 KEY FACTORS FOR STRATEGY EXECUTION

- Strategic Implementation Success
  - 1. Competent Management
  - 2. People Skills
- 3. Political Interests
- 4. Execution Plan
- 5. Structure
- 6. Culture
- 7. Leadership
- 8. Strategy Communication
- 9. Monitor & Control



# Overcoming the Potential Challenges of Strategy Implementation

- 1. Managing change
- 2. Developing effective incentives and controls
- 3. Clarifying responsibilities and accountability
- 4. Integrating strategy and short-term objectives
- 5. Develop leadership and system change strategy
- 6. Establish performance measures; set goals
- 7. Define effective treatment strategies and establish procedural guidelines

