



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

**Only 10 % of organizations
execute their strategy**

Barriers to Strategy Execution

Vision Barrier

95% of the
workforce don't
understand the
strategy

People Barrier

75% of managers
don't link
incentives
to strategy

Management Barrier

85% of executive
teams spend less
than 1 hour per month
discussing strategy

Resource Barrier

60% of organizations
don't link budgets to
strategy.

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

Thank
You