Strategy Execution – Attaining Organizational Goals

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**Strategy Execution – Attaining Organizational Goals**

Every organization comes up with great ideas and therefore, they spend millions of times to derive the best plan to implement the strategy. The execution of strategy is derived to ensure that the company is able to achieve its goals. The goal of the organization is to improve its performance in the market hence increases of sales and profitability. According to Torres (2014), a lot of organizations derived good ideals but they nromal fail to practically implement the ideas for the productivity of the organization. Failure to have a celar execution strategies a great idea came be wasted.The execution strategies requires strategies, people and operations. This paper therefore, present the execution strategies, management roles on the process of execution of strategy, the type of strategic plan, quality and charatceristics of employees required for efficient execution of a strategy.

**Strategy Execution**

Strategy execution is essential and it is core to achieving of organizational goal. A study conducted by indicated that many organizations come up with good strategies but usually fail to execute part of the strategies. Larry Bossidy and Ram Charan, in the book “Execution: The Discipline of Getting Things Done,” pointed out that proper execution of business strategies depends on three core areas, strategy, people and operations. In order to execute a business strategy a manager needs people and the people is very important that the strategy itself. Therefore, the goals and creating of solutions will be created to meet the specific objectives set for harvesting strategy to company intend to utilize to increase its market sales. After the setting goals and objectives, the data will be collected and analyzed to provide understanding of the market for efficient implementation of the strategy.

**Management Roles**

The management plans a critical role in the execution of strategy. The management roles starts from the development of contents, act of the bridge between the organization levels and direct reports and also serves as the performance role model of the organization (Radomska, 2014). For a strategy to be properly executed the management of an organization must take a critical role to ensure that the execution of the strategy is completed based on the goals and objectives set. Therefore, every manager in an organization plays a specific role, which relies on each management department. For instance, strategy manager is responsible for planning and development of decentralized process and make sure that the strategy is adopted by the organization. The marketing, sales, administration have also specific role, which they are supposed to play in making sure that the strategy is fully adopted and executed for the benefit of the organization. The managers are also required to provide leadership to ensure that the entire of an organization is ready to adapt to changes. According to Radomska (2014), the role of manages include having strategic meeting with team to adopt actions and ensure that everyone is motivated to deliver the key goals of the company. Without working together and building a team to deliver specific of an organization it would be difficult for an organization to achieve its goals.

**Strategic Plan Type**

The best strategic plan would involve realignment or development of contents. The best strategy would be a combination of defensive and aggressive strategy because the withdrawal from one market will be defensive strategy and company will aggressively pursue the establishment in a new market. The other option will see the company aggressively increasing the price of its products and then establishing on other country. In the first case, there will be considerable involvement of strategic team in strategy formulation whereas the second case will require more involvement from the operational team.

The type of strategic plan is development by the entire organizational team.  Hartzell (2014) stated that strategic plan provide a clear layout how the strategic would be included plus everything which are required for specific role to be implemented. The best plans which would be used are tactic and strategic plan to makes sure that the objectives set are achieved. The cost leadership and differentiation would be the best strategy for the organization. The differentiation strategy is critical for product development. It is also help in set competitive advantage in the market to ensure that organization products are recognized and the sales increase as well.

**Quality of Employee**

Employees are a key to success of any execution plan, without employees a strategy would be as good as dead**.** As stated by Favaro (2017) the quality of employees are essential for the success of the strategy execution. Research indicates that employees play various role including development of content and therefore, the quality of employees increases the chances of success. The employees must be supporting the executions and having relevant knowledge and skills required for the execution of the strategy. For instance, there is need to have employees who understand marketing, sales and operations strategy for efficient implementation of an ideal. It is also important to have employees of high level of integrity and have worked in the same department or executed similar strategy before, to make sure that the strategy execution is done without any hitches. The staffs would be hired based on the skills and experience to help in the execution of the plan. Therefore, highly qualified staffs would be recruited to be part of the execution team for success of the project execution. The most ethical issues would be office etiquette, and communication ethics, which are needed for efficient management of a company. The organization would therefore, ensure that employees have high standard of ethics.

**Employee Characteristics**

Strategy execution depends on the employees and quality of employees of an organization. However, it is important to have employees with high characteristics and some of the characteristic of employees would be high communication skills, leadership oriented, team leader or team work, honest and high integrity to ensure that the concept of strategy is fully implemented without any delay. Therefore, the staff must have good communication skills, customer skills, marketing and sales skills. Above all, the organization would also look for employees who are result oriented, innovative and team work to help it execute its strategies.

**Staff Training – Job Duties and Ethics**

The employees would be taken through training on various skills and ethical issues which are required for efficient management of an organization. The trainings would involve work place ethics. The training will cover all areas which are critically needed by the organization to ensure that the objectives of the company are achieved.

**Summary and Conclusions**

The execution of strategy is derived to ensure that the company is able to achieve its goals. The goal of the organization is to improve its performance in the market hence increases of sales and profitability. It is important to have clear strategies for the execution strategies to be achieved. The best plans which would be used are tactic and strategic plan to makes sure that the objectives set are achieved. The cost leadership and differentiation would be the best strategy for the organization. The quality of employees is also a critical element which determines the success of a project and therefore, proper implementation requires quality of employees which variety of skills needed to make the plan works. Research indicates that employees play various role including development of content and therefore, the quality of employees increases the chances of success.

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