Strategy Implementation

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Cisco Systems Inc. is a worldwide leader in IT, cybersecurity and networking solutions. The company is responsible for developing internet protocols and making and selling IT related items for domestic and corporate clients. It has its head office in California and operates in Europe, Asia Pacific, and America. The company has most of the market share in LAN development, and it can grow further by the implementation of new corporate, business and functional strategies. The strategy implementation is putting all the plans into action to achieve the strategic objectives. The strategic objectives of the company lie in the 3-year competitive vision, which includes the growth of the company in terms of cloud traffic and improvement in the existing services to enhance market share.

The strategies proposed deal with the overall growth of the company in existing and new markets. The corporate level strategy recommended is to enter the new emerging markets such as India, Poland, and Brazil to expand the market of LAN technology and routers markets and it is linked with corporate goals of growth (Jeffrey H. Dyer, 2016). The business strategy recommended to Cisco is the improvement of the business process to achieve the desired results in terms of customer satisfaction. The functional strategy recommended is to collaborate with leadership teams for the successful promotion of these strategies and create a center of excellence for strategic capabilities and skills.

Strategy implementation is difficult than its formulation (Hrebiniak, 2006). The implementation plan will put all the above-mentioned strategies into action. After the successful implementation of these three strategies, the company will achieve its strategic vision of 3 years of business growth and improved business operations. Strategic implementation timeline allows examining that all the strategies are on track.

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| **Strategies and Milestones**  | **Duration**  | **Ongoing Activities**  |
| **Corporate Strategy**  |  |  |
| Budget and Financial Resources Evaluation  | 3 to 6 months  | On-going Communication  |
| Market Research in emerging markets  | 4 to 5 months  | On-going Communication  |
| Alignment of Budgetary requirements with each new market  | 5 to 5 months  | On-going Communication  |
| **Business Strategy**  |  | On-going Communication  |
| Process Improvement Team | 2 to 3 months | On-going Communication  |
| Process Improvement Plan  | 4 to 5 months  | On-going Communication  |
| Plan Implementation and Evaluation | 5 months  | On-going Communication  |
| **Functional Strategy**  |  | On-going Communication  |
| Effective Leadership Programs and Training  | 3 to 4 months  | On-going Communication  |
| Employee Involvement in the Implementation of strategies | 4 to 6 months  | On-going Communication  |

Table 1: Strategy Implementation Timeline

The corporate align with the global business needs of a company. Being a market leader Cisco has to serve the countries on a global level. It will meet all the social and legal requirements and ethical consideration of penetrating in the new market and examining its social and legal environment. In addition, being a technology business, it will consider the ethical requirements and will fulfill the cybersecurity needs of corporate and other customers.

The Balanced Score Card is the strategic management tool which helps an organization to communicate their targets and analyze the day to day activities for their business goals (Balancedscorecard.org, 2019). in this case, the balanced scorecard indicates the performance indicators that will reveal the success of the three proposed strategies on three business levels. It measures the targets and monitors progress towards the 3-year vision plan of Cisco.

Figure 1: Balanced Score card

# References

Balancedscorecard.org. (2019). *What is the Balanced Scorecard?*. [online] Available at: https://www.balancedscorecard.org/BSC-Basics/About-the-Balanced-Scorecard [Accessed 12 Feb. 2019].

Hrebiniak, L. G. (2006). Obstacles to effective strategy implementation. *Organizational dynamics, 35(1)*, 12-31.

Jeffrey H. Dyer, P. G. (2016). *Strategic Management: Concepts and Cases.* Wiley.