Your Name

Instructor Name

Course Number

Robin Hood Case Study

# To Robin Hood, or to anyone else, what is the purpose of strategy?

Strategic Management is a process to develop and sustain the competitive advantages for the organization. It consists of a critical analysis and decision making and, and the actions and organization undertakes. Strategic management comply with both internal and external settings of the organization.

Strategy is important for organization because It is a way of meeting the objectives and goals with core values and beliefs leading to organizational coherence in policy development process. Strategy in itself incorporates actions, decision and ideas thathelps the firm to achieve its short as well as long term goal. It is an action plan that helps the organization to compete with its competitors. Strategy plays an important role in making decision for how to tackle the risks of and threats to the business environment, and to recognize the new opportunity for business profitability. It is important for all the stakeholders of an organization to take part in strategy formulation so as to make a strategy that consider the gains of all stakeholders.

A leader must consider that there is no change in the environment for which the strategy has been made, and if there is any change in internal or external situation of the organization, strategy should be revaluated. A strategy should be covering all the short and long-term objectives to maximize the profitability and to achieve sustainability.

# What strategic problems does Robin Hood have?

In the subsequent year of the insurgence against the Sheriff of Nottingham, the flow of incidents turns against Robin Hood and his men. The revolt, which was started as a personal campaign felt the need of the long-term plan or strategy. Robin Hood faces numerous strategic problems with their crucial impacts on Robins organization and the efficacy of the insurrection.

These strategic problems include the issues in managing the corporate culture and values. It was bit difficult for robin to align the personal objectives of Merryman with the perceived goals of the organization in order to design a sustainable strategy for bringing the King Richard 2 back. No Necessary arrangements were made to accommodate the new, over abundant members of the organization. As the new members hired from evert corner of England, Discipline became a crucial issue which leads to erode the corporate culture.Another strategic problem was rising costs of food and travelling, and diminishing revenues which were unable to meet the needs of organization. Here is no any measure of trade-off between effectiveness and efficiency of organizational policy.

# What is the role of the organizational leader as strategist and articulator of global goals?

Being a strategist and articulator of global goals, a leader must have a cohesive understanding of organization. He is responsible for assessing the performance of all the functional areas together to achieve the ultimate objectives and goals of the organization.

An articulator of global goals is responsible to develop a vision statement, incorporating the values, objectives, and aspirations of the organization in a brief and comprehensive way. A leader should provide a mission statement for the organization on the basis of competitive advantages. A mission must be flexible to new opportunities and threats to the organization.

An organizational leader must take into account the opinions and shared values and beliefs of all the stakeholders while making important decisions and setting the objectives for organization. A leader should make a strategy which must be capable to set specific, measurable and realistic, objectives to be achieved in the specified time.

# What are some issues in the organization’s external environment?

The major issue of external environment of the organizations pertains to the assessment of available resources. There is a lack of trained and experienced manpower. Number of travelers reduced because of the policy of confiscating their goods. Getting King Richard free with the Barons could be a benefit with high revenues but could also be a great risk.

There is an issue of Lack of suppliers and contacts outside the organization. Stakeholders need more interaction with the external environment of the organization.There was an advantage of anonymity which is crippled because of environmental awareness with organization. Also, this have increased the threat from well-connected Shariff

# What is the relationship of the organization’s internal structure to its internal environment?

Robin’s organization has an unmanageable internal structure, because the organization is heavily employed, and has lost its anonymity, due to which there exist an informal relationship between internal structure and external environment. This informal relationship results in lack of communication and instructions of executives to be followed by the stakeholders. The diversity in culture and values of employees lost the internal discipline of the organization.

The internal devolution of power comes up with the possibility of separation of departmental goals, which will in turn give rise to difficulty in communication.Above all the relationship between the internal structure and external environment enables the organization to be more flexible to the changing environments.

# How do stakeholder values or culture influence the strategy making (strategy formulation)?

The values, objectives, missions and vision of all the stakeholders are important to be considered while making strategies. It is necessary for the stakeholders to clearly understand the objectives and benefits of the strategy and share there concerns throughout the formulation till implementation of the strategy.

With the change in the values and beliefs of the stakeholder’s strategies must be redesigned to maintain the consistency in the ultimate objectives. The stakeholders must feel respected for being a part of organization. Organization’s strategies are highly influenced by the shared values and beliefs, which leads to create unity and goal orientation within the organization. Leader should make strategies which are aligned with values of its employees, and is acceptable for all the stakeholders.

# What strategy (ies) can Robin Hood implement (strategy implementation)?

Robin Hood needs to implement some effective strategies regarding communication, recruitment, decentralization and internal and external environment. The objectives, opportunities, and threats must be communicated with the merry and other parties, as they are making investment in organization, and have right to be aware of all the matters. The process of recruitment should be more scrutinized so as to choose the best talent which can serve the organization for both short and long-term benefits. This strategy is more important because investment in quality human capital always give high rate of return.

There should be affixed transportation tax for the stakeholders coming from regions outside the land. Communication is necessary to segregate strangers from member societies. It is also possible to shift the head-quarter or to let the travelers move again through the forest to rebuild their confidence. This strategy will be crucial to suppress the pressure of Sheriffs motives, so as to return and restore a base, with best selected leadership and members. There is an immense need to access the resources and contacts to build stronger networks outside the organization.

Robin Hood should be more concerned about the anonymity and effectiveness of newly created bases. Leaders must be selected carefully. A strategy should be made to regard good decisions. Every stakeholder should be held accountable for responsibility and transparency, to enhance organizational profitability and a disciplined internet environment of the business.

Robin should create a secretive group within the organization to execute the best strategies and plans secretly without losing stakeholder’s interests. He should reconsider the opportunity to free King Richard. This will be beneficial for the organization to achieve the perceived goals

# How (and when) should Robin Hood evaluate and control what he has done?

Robin Hood should make plans for midterm evaluations, for controlling and evaluating his plans. Midterm evaluation will enable him to make necessary change in implementation of his strategies according to internal and external environments. He must evaluate every aspect of his strategies to held the stakeholders accountable for their responsibilities.