

# An Overview of Strategy Implementation

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**ABSTRACT:** *The implementation of the strategy relates to the implementation of the plans and strategies to fulfill the company's long-term objectives. It turns the plan chosen into the actions and actions of the organization. The strategy is essentially the methodology by which the organization creates, uses and incorporates its framework, society, resources, personnel and control mechanism in order to pursue the tactics that pave the way over other industry competitors. Strategy Implementation is the fourth stage of the Strategic Management process, the other three being a determination of strategic mission, vision and objectives, environmental and organizational analysis, and formulating the strategy. It is followed by Strategic Evaluation and Control.*

**KEYWORDS:** *Strategy, Strategy implementation, Strategy evaluation, Plans and policy, Guidelines.*

## INTRODUCTION

While it is daunting for any executive team to devise a cohesive plan, it is much more difficult to work with it – to execute it in the whole enterprise. The method of translating strategic planning into operational activity can theoretically be influenced by several factors. In comparison to formulating strategies, strategies are often viewed as an art rather than a science, and their history of study was once characterized as fractured and eclectic. Therefore, it is no surprise that major problems occur during the ensuing execution process, after a detailed plan or single strategic decision has been established[1]. If it is not correctly applied, best conceived techniques may fail to deliver better results for the organization. Data from many polls supported this view: according to the 2004 study of 276 senior operating officers, an economist found that 57% of companies struggled in carrying out strategic strategies over the last three years. According to the 2006 White Paper on the Execution of the Strategy of the Chinese Firms, the implementation of the strategy is "the greatest management challenge for all sorts of companies." The study released in that white paper showed that 83% of the organizations surveyed struggled to execute the plan in a clear way and 17% thought that the methods had been consistent[2].

It's also apparent for today's organizations that execution of the plan is a key obstacle. The effectiveness of strategic execution is affected by many (soft, hard and mixed), from individuals who interact or execute the plan to managing and regulating processes and structures that are in place. How will these problems and their relevance be properly interpreted and implemented successfully? In this article, we try to respond to this question by analyzing existing research on the factors that influence strategy implementation[3]. Author evaluated significant factors impacting the strategy process, the existing areas of consensus and conflict, and insufficient facts and potential study needs in the most frequently used literature databases. Our analysis also discusses the mechanisms of execution of the policy, the applied methods of science and the strategic contexts studied up to now. It will thus expose strategies or contexts that are under-exploited[4].

## LITERATURE REVIEW

Strategic management consists of transforming the selected plan into operational activity so that strategic goals and objectives can be accomplished. The execution of the strategy is often described as walking through strategies leading to competitive advantage and increased efficiency that an enterprise can create and use, and fusion organizational processes, mechanisms of control and culture[5]. The organization's framework allocates unique importance to workers for their duties and responsibilities and states how these tasks and roles should be correlated in order to optimize the comparative benefit of productivity, consistency and customer loyalty. However, the corporate system alone is not enough to inspire workers. There still has to be a corporate management system. This management system offers managers rewards for personnel and input on staff and corporate results. Corporate culture refers to the specialized set of beliefs, positions, standards and convictions held by members and classes of the corporation[6].

### 1. Process of Strategy Implementation:

- Building an organization, that possesses the capability to put the strategies into action successfully.
- Supplying resources, in sufficient quantity, to strategy-essential activities.
- Developing policies which encourage strategy.
- Such policies and programs are employed which helps in continuous improvement.
- Combining the reward structure, for achieving the results.
- Using strategic leadership.

The process of strategy implementation has an important role to play in the company's success. The process takes place after environmental scanning, SWOT analyses and ascertaining the strategic issues[7].

### 2. Prerequisites of Strategy Implementation:

- **Institutionalization of Strategy:** The strategy first of all must be structured in the way that it should be supported or defended before the representatives, because it may be compromised.
- **Developing proper organizational climate:** The organizational environment implies internal components which encompass collaboration, staff growth, the degree of dedication and commitment, productivity, etc., translating this goal into performance[8].
- **Formulation of operating plans:** The Operating Plans relate to the actions, decisions and projects in various areas of the organization that take place on a routine basis. They help to achieve the goals of the organization, focusing on the considerations that are relevant, whether they are structured to reflect the strategic outcomes suggested[9].
- **Developing proper organizational structure:** The structure of the organization means how various parts of the organization are related. The ties between different designations, functions and responsibilities are underlined. The framework shall be constructed according to the specifications of the Plan in order to execute a strategy[10].
- **Periodic Review of Strategy:** The strategy can be checked on a regular basis to assess if the strategy so applied is important to the organization's function. When the organization functions in a shifting competitive environment, it is necessary to analyses and figure out if it can meet the organization's needs.

Also the best developed methods collapse until they are correctly executed. In addition, if the plan and other factors such as the division of capital, organizational structure, operating environment, community, and procedure and incentive mechanisms are compatible, then only successful application can be considered.

### 3. Aspects of Strategy Implementation:

- Creating budgets which provide sufficient resources to those activities which are relevant to the strategic success of the business.
- Supplying the organization with skilled and experienced staff.
- Conforming that the policies and procedures of the organization assist in the successful execution of the strategies.
- Leading practices are to be employed for carrying out key business functions. Setting up information and communication systems that facilitate the workforce of the organization, to perform their roles effectively.
- Developing a favorable work climate and culture, for proper implementation of the strategy.

Strategy implementation is the time-taking part of the overall process, as it puts the formulated plans into actions and desired results.

## CONCLUSION

Implementation is the mechanism by which strategies and objectives become actions that meet strategic goals. It's equally important or even more important than your approach to execute your strategic plan. The Video the Secret for Strategic Execution is an outstanding way to get to your next step. Critical activities convert a development strategy from an on-site document to actions that encourage success of business. The majority are sadly not followed by organizations that have strategic strategies. An organizational strategy plan gives a blueprint for the pursuit of a particular strategic path and success targets deliver client value and prosper. It is just a strategy; however, it does not ensure that the desired performance is accomplished, even if a timetable ensures the arrival of the traveller.

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