Strategy formulation and implementation

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**Introduction**

Civic Pool Service has to make necessary changes in its strategies that will aid in the achievement of goals and objectives. The business environment has presented challenges which the firm has to address through strategic measures and ensure that change is implemented for a better future. Some of the strategic initiatives that the company should apply will include continuous assessment, increased marketing operations, and focusing on prices of the product (Olsen, Olsen, & Olsen, 2004). Continuous assessment will focus on the issue of increasing productivity to meet the market demand. On the other hand, the marketing operations will aim at increasing the company's market share while price focus will address the issue of competitive advantage in the industry of operations. The three strategic initiatives should be incorporated into the organizational operations which will also contribute to the success of the firm in the long run. The paper explains some of the things that the company should do to successfully implement the strategies.

Civic Pool will succeed in implementing change through doing the following;

**Effective communication**

The management should first create awareness to the employees which will enable them to remain focused throughout the process. Change is one of the factors that might receive resistance from employees once they do not have adequate information related to the activity. The implementation of the strategies will involve communication to ensure that it becomes successful in the long term (Hill & Jones, 2014). Through communication, the employees will understand the reason behind implementing the strategies and the impact which they will have on organizational operations. The management should ensure that all workers have an understanding of the strategies and the areas which will be impacted by their implementation.

**Involvement of employees**

The company will have to ensure that the workers participate in making some decisions that will determine the successful implementation of the strategies. In this case, the management will have to ask for the opinions of the staff members and how they feel the change will impact on their daily operations (Kourdi, 2009). Employees in most cases resist changes once they are not consulted and allowed to participate. Civic Pool should thus allow the employees to participate in determining some of the methods of implementation that will make the activity a success. On the other hand, the management should understand that employees will determine the success of the strategy implementation activity.

**Implementing the strategies in phases**

The strategic initiatives should not be implemented at once in the corporation. Since they cover different departments, they should be executed one after the other and in phases. The use of the phases will ensure that employees get to adopt the changes and perform their duties focused on enhancing the success of the implementation process (Olsen, Olsen, & Olsen, 2004). The use of the phases will make it easy to identify some of the parts that require change and make it before moving to the next phase. Therefore, the firm should have a plan for implementing the strategic initiatives in stages to ensure that it does not disrupt the organizational operations in other ways.

**Evaluation, review, and reporting of the strategic measures**

The success of the implementation process will only be determined through reviewing, evaluation and reporting. The management should have a team that will focus on the implementation of the strategies and reports on how the employees have adopted the change and the way in which the strategic initiatives impact on organizational performance (Hill & Jones, 2014). The activity will show the effects of having the strategic initiatives incorporated into corporate operations.

**Conclusion**

The Civic Pool Company will have to do the above as a way of ensuring that the implementation of the strategic plan takes place successfully. Communication plays a vital role in informing workers on some of the changes which they might expect (Kourdi, 2009). On the other hand, ensuring that they collaborate will make them own the strategies and work towards their success. Evaluation will then show the extent to which the strategies add value to the organizational activities.

References

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