Strategy Composition

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Deborah has brought the idea of a balanced scorecard as a tool or framework that could be used as part of the global expansion strategy. A balanced scorecard would be one of the best tools that could be used to offer a sense of direction in the implementation of the strategy. A balanced scorecard is an important tool because it has four distinct perspectives that are critical for such an internationalization strategy. One of the perspectives is based on customers and other stakeholders. These are groups of people who determine the success of the organization (Bourne, 2019). Through improved relationships and ties with customers and stakeholders, the success of the organization in the global market could be guaranteed. Harnessing the elements of the perspective can also lead to improved customer and stakeholder satisfaction. When this happens, the company can experience great success in the global market.

The second perspective of the balanced scorecard is the financial element. The perspective looks to improve the fiduciary elements of the organization. Finances are critical in the success of any for-profit business. The third perspective is the internal process element (Bourne, 2019). The aim of the perspective is to improve the performance of various internal elements such as workforce by improving the productivity of each individual. The fourth perspective is known as an organizational capacity. The aim of the perspective is to expand its capacity by improving learning and growth. Learning brings about many benefits to the company, which may help improve efficiency and effectiveness across various facets.

Another tool, in addition to the balanced scorecard that could be used for global expansion is the use of strategic benchmarking. Benchmarking is a management framework that is used to compare the business processes and activities with the best metrics from the industry (Boxwell, 2017). In this case, benchmarking would involve comparing the business processes of the company with others within the same industry which have observed success in the global market. By understanding the best practices of other companies, the firm can improve all its processes at the organizational level. Another tool that could be used is strategic planning. Strategic planning when expanding into the global market is critical since it helps establish a sense of direction for the business which can be used to help maintain a clear sense of direction. It ensures that all the activities of an organization are in line with its vision, mission, and values in the long-term.

When coming up with or pursuing a global expansion strategy, it is critical that a firm uses a wide array of tools and strategies. The aim of using many strategies is that it helps reduce the resultant risk that the firm may be exposed to once it has entered the global market. One strategy may offer a different perspective from another one. When this happens, management has the opportunity to assess the strategy that would suit the operations of the business or its interests. The use of several strategies also helps expand the number of perspectives that can be used to analyze the global market. When only ne strategy is being used, there is a great risk that many omissions may take place. The global market is not one where a firm should take chances due to the initial outlay that is required in setting up operations or expanding into the global market. These strategies can thereby be said to be appropriate tools is decreasing risk exposure of the business.

References

Bourne, P. (2019). *Balanced scorecard*. London: Hodder Arnold.

Boxwell, R. J. (2017). *Benchmarking for competitive advantage*. New York: McGraw-Hill.