

The Importance of Managing the Strategy Process and Its Impact on Organizational Success

Introduction

In today's rapidly increasing business environment, organizations face constant challenges and opportunities that may affect its sustainability . To navigate this complexity and achieve sustainable success, a well-defined and effectively managed strategy process is essential. This research explores the critical role of strategic management in organizational performance and the significant impact it has on achieving long-term and even short-term goals.

Robert Sheldon said “Strategic Management sets a direction for the organization and its personnel. It clarifies the organization’s mission and vision and helps it reach its goals” [1]

How does effectively managing the strategy process contribute to organizational success?

Research problem

Strategic management has numerous advantages. It assists businesses in focusing on important goals, making better decisions, and utilising resources wisely. It also gets them ready for changes and challenges. Companies that have a clear plan can grow, stay ahead of competitors, and achieve long-term success [2]

Lewis (2008) argued that Strategy is an indispensable tool for an organization’s success. He added that it helps a company to be more proactive than reactive in moulding its own future. [3]

Research significant

Deeper Strategic Insights: It sheds light on the crucial link between effective strategy process management and achieving organizational goals, fostering a deeper understanding of strategic management.

Empowered Decision-Making: By highlighting the benefits of a structured approach to strategy, this research empowers organizations to make informed, future-oriented decisions, paving the way for long-term growth.

Actionable Recommendations: The research translates its findings into practical recommendations, providing businesses with a roadmap to improve their strategy development and implementation processes.

Conclusion

By effectively managing the strategy process, organizations can navigate a dynamic environment, make informed decisions, and allocate resources efficiently. This research offers actionable insights to enhance strategic management, ultimately propelling organizations towards sustainable success in both the long and short term.

References

- 1- What is strategic management, and why is it important? | Definition from TechTarget ,by Robert Sheldon
- 2- What Is Strategic Management and Why Is It Important? Published : September 25, 2023
- 3- BUSINESS STRATEGY AS A CONTRIBUTOR TO ORGANIZATIONAL PERFORMANCE , International Journal of Advanced Academic Research | Management Science | ISSN: 2488-9849 Vol. 2, Issue 3 (March 2016)