

Leadership in corporate strategy



Leadership Leadership Style It is evident from the case study that the leadership style followed is more of participative in nature. It is quite clear from the case that the author thinks that leadership should not be outsourced from external consultants. Rather, it should be a continuous process and should be imbibed within. The case study emphasises on democratic and shared leadership.

Analysis

The strategy formulation and the implementation was basically an out-sourced activity in the traditional times with the support of leading consultancies firms like McKinsey and Boston Consultancy Group. But the modern concept of leadership has experienced sea change. The present standards of the industry focus on the fact that the strategy should come from within the organisation. There are certain limitations of the strategies getting out-sourced. Firstly, it limits the issues upon which such strategies are based and secondly, the out-sourced strategies are also limited by timeframe. Most importantly, the management of the organisation might not have any clue upon which the external consultants would have prepared the strategy.

In order to skip off all the limitations, it is highly regarded that the strategies of the corporates and the organisations should be formulated within the organisations.

Keys Strategies

The companies of the present day are growing organically and so it is more than a requirement that the organisations have both the internal and the external factors analysed in the strategy. It is the own management and the leadership of any company that has the best idea about the vision and

mission of the organisation. The other important factor is that the strategies and the leadership should be dynamic as the environments are changing every now and then. The leadership of the organisations should aptly understand the scope and the future trends. And for the purpose, the process of strategy formulation should be a continuous and never ending for the organisations. It is the Chief Executive Officer who is the head of the strategy formulation of any organisation assisted by other key members and the job should not ideally be outsourced as it is only the management of the organisation that can have the right knowledge about the vision, mission and the objectives of the company. Also, the internal rank holders have fair idea about the organisational politics and abilities which often becomes important differentiators.

Strategic Factors and Leadership Theories

It can be well analysed from the case study that increasing emphasis are laid upon the real objectives of the businesses as the author puts stress upon the fact of identification of vision of the organisation. The strategy formulation and implementation is a thorough and continuous process and should essentially involve in - house team.

The leadership theory that is associated with the case study is that of participative in nature and it longs for shared leadership. According to the theory, the CEO is the prime strategist but the team comprises of several senior positions.

Conclusion

The modern concept of strategy and leadership has experienced major shifts. It is no longer preferred to be outsourced. The strategy and leadership should come from within the organisation for effective and efficient

performance.

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