

# Good research paper about strategic management

[Business](#), [Management](#)



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Performance, client relation, and leadership and communication are the critical ingredients required to improve the efficiency of the organization. By engaging in an effective recruitment and selection process, the human resource management ensures fully satisfaction of the above outlined ingredients. This paper aims to discuss various strategies that can be adapted for each of these components.

## **Improving performance in the organization**

Considering that the failure or the success of any organizations relies on the performance, especially from its employees, the organization should embrace the "one size fits all" approach. This approach is significant in providing effective feedback that result to the performance improvement within the firm. Therefore, it is important to embrace vital elements, such as reliable presentation of the workplace, interaction with the workers and the capability to recognize the fundamental grounds of poor performance. To achieve this, it requires dynamic and constant management in the workforce (Groppe & Andelman, 2000). There should be managers and supervisors who can provide consistent feedback and ensure that their direct reports are

competent in providing quality jobs.

The other approach of improving the performance in the organization is by developing skills training and professional development. When the skills of the employees are unable to match the job duties, poor performance can result to low employee engagement and morale and job satisfaction.

Therefore, it is significant to evaluate the selection and recruitment process in the organization to prevent mismatched job assignment and inadequate skills (Sadler, 2003). If there exists an identified gap between the job requirement and performance, the manager should, therefore, carry out training programs.

Transferring employees are another strategy that can improve performance in the organization. The human resources department should formulate a plan that can ensure all the departments in the organization are ideally staffed. To achieve this, it is significant to transfer employees from the overstaffed department to understaffed department. The human resource manager should develop a report of the required number of employees in a certain department and compare with the actual number of the employees in that department. It is the job of the human resource department to ensure that there is staffing equilibrium in organization.

### **Improving sales through better client relations**

The handling of customers in any organization is very significant in improving the sales. Thus, the organization should develop a customer relations management (CRM) that embraces technology as a way to improve customer services. Gathering, organizing, and utilizing information concerning customer interaction lead to enhance improved monitoring and

provision of customer services (Peelen, 2005). The client relations should ensure that the clients are satisfied and happy about the products offered by the business.

Each department in the organization should keep in mind that it is their requirement and responsibility to offer quality services and goods to the clients. In addition, it is the commitment of the organization to honor their relationship with their clients. This might be considered so obvious, but this is the starting point of making the client happy and satisfied. If such priorities are achieved in the organization, there is a high probability that the clients would increase and hence the total sales of the organization.

### **Improving leadership and communication**

Both leadership and communication are among the most important ingredients of strategic management of any organization. For the success of the company, the leadership should be able to manage change constantly and efficiently. The leadership should ensure that the management could adapt quickly to different conditions and lead the organization accordingly.

On the other hand, the management should be able to direct and encourage efficient communication skills as a measure to improve the company's effectiveness (Gamble & Gamble, 2013).

For the organization to improve the organizational leadership, it calls for undertaking of various measures. This includes improvement of the top-down communication, establishing mission statement and establishing task forces that enable discussion of the strategies. The management should ensure that there is immediate communication of the changes experienced in the organization's direction and at all departments of the company.

Secondly, by ensuring that the company's vision is in line with the company's mission the employees' sufficient guidance towards attaining the organization's goals can be achieved (Gamble & Gamble, 2013). Finally, the management should ensure that the various task forces within the organization are able to work together to develop long- and short-term road maps that comply with the organization's vision.

In conclusion, it is the work of the management to ensure that the employees are competent enough to ensure that performance, leadership and communication, and client relation are at optimal. With the use of the improved technology, the key executive of the company should well informed and able to implement the strategic management. This can help them to guide the employees towards achieving the objectives of the business, hence effectiveness.

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