Implementation of strategy case study of coca cola case study examples

Business, Company

Implementation of Strategy: Case Study of Coca Cola

At Coca Cola, strategy formulation, implementation and execution are essential elements of strategy. Execution involves an organized process of revealing reality and acting on it thoroughly. Implementation involves creating high ranked goals into objectives, practical strategies and policies. These objectives transform the strategy into concrete goals. Policies provide the course of action for operating managers and leading edge employees and accelerate decision making.

In ensuring the effective implementation of its business strategy, the Coca Cola company develops organizational capabilities to foster its success in the market. This involves hiring employees with high competencies and a broadly distinct generalship for military influential leaders different to simply using their practical background. The company also creates an organization design that permits it to implement the existing strategy professionally but still allow for fresh ideas to be evaluated and tested. Organization design determines how information from the market is processed and acted upon. Coca Cola creates a balanced scorecard to ensure resource allocation to the critical areas, this explores how the different parts of the company coordinate their actions to produce synergy.

The company develops best practices and program to ensure continuous improvement and efficient implementation of the strategies. This involves installing support systems, developing incentive structures to realization of results. Coca Cola executes this because, it is aware that employees must feel that their company’s success outcome is mutual in rewards, for those who bring about those successes. The company’s managers have the capability to direct and inspire the team, communicate the vision and objectives of the organization, examine performance, as well as identify and correct issues in a well-timed approach. This plays a crucial task in the achievement and efficiency of strategies. The managers demonstrate their leadership personality and traits in this practice since it is further concerned with the operational feature of the company, requiring a more concrete approach.

Motivating people to track the target goals enthusiastically and, if need be, adjusting their responsibilities and profession conduct to better fit the requirements of successful strategy execution. Motivation involves reaching and engaging all employees by effective communication and giving employees the appropriate news using their medium of choice. Coca Cola’s strategy execution entails industrious search of operating excellence. It is a responsibility for the company's entire management team, and victory depends on the expertise and collaboration of operating managers, who push for the needed changes in their departments and constantly deliver excellent results. Implementation of the preferred plan is seen as effective if the firm meets or beats its planned and fiscal performance goals and demonstrates good advancement in realizing management's premeditated vision.

The reward systems in most traditional organizations use pay systems that whose basis are on job size (Lawler, 2000). Coca Cola uses a rewarding system where individual employees are awarded for what they can be able to do rather than the job they are doing. This allows the company to structure reward systems which equip the management team by constantly learning and shifting their skills in conduct that fits the changing nature of the company. The leadership efforts of the top managers to inculcate a results-oriented culture usually emphasize the positive ways of implementing and executing the company’s strategies.

References

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Organizations-The CEO Report. San Francisco: Jossey-Bass.