

Unit 6

Business



Unit 6 al affiliation Unit 6 Qs Strategy evaluation is becoming more and more complicated with time. As seen in the research conducted by David (2011), this is because the future cannot be predicted with the required accuracy. With the future becoming more unpredictable, evaluation, therefore, becomes difficult. Secondly, the environment is becoming extremely complex with time; thus, placing the strategic evaluators at a fix of taking the correct actions (David, 2011). The variables are also increasing by the day. The evaluators then face the challenge of taking the required measures to achieve success even in the long term. Lastly, David (2011) indicates that the domestic and the international events have not ceased to augment. The organizations are being affected by these changes to a great extent; thus, making it difficult to achieve strategic evaluation. These aspects have made the set strategies impossible to implement. Even with the constant search for information, strategic evaluation has not proven to be the best measure to curb the challenges that face the organizations today. David (2011) also says that these challenges have made strategic evaluation not assess its performance effectively, as well as take the right measures that would see the survival of the organizations. An analysis of the objectives of the strategic evaluators would be a perfect move to limit these challenges.

Qs 2

For successful contingency planning, Rao, Rao & Sivaramakrishna (2009) recommend seven steps. The first step involves identifying the favorable and unfit factors that could lead to the set strategy failing (Rao, Rao & Sivaramakrishna, 2009). Secondly, the authors indicate that is advisable to denote the factors that would elicit effects on the set strategy (Rao, Rao & Sivaramakrishna, 2009). This is to mean when the contingent events are

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expected to take place. Thirdly, an assessment of the implications of every contingent event is good for contingency planning (Rao, Rao & Sivaramakrishna, 2009). This step would place the planners at a good position to estimate the expected benefits and losses that could occur from the selected events. The fourth step entails designing contingent plans, then evaluating the counter effects of the selected contingency plan so as to identify which plans are the best and which ones should be overlooked (Rao, Rao & Sivaramakrishna, 2009). The sixth step involves determining the warning signals in an opportune time so as to counter them appropriately. Lastly, Rao, Rao & Sivaramakrishna (2009) indicate that developing plans to counter the warning signs if appropriate for contingency planning. If these steps are adhered to, it is expected that contingency planning will succeed and prove useful for the organization.

References

David, F. R. (2011). *Strategic Management Concepts & Cases* (13th ed.).

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Rao, C. Rao, P. & Sivaramakrishna, K. (2009). *Strategic Management and Business Policy*. New Delhi: Excel Books India.