

Business

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



Business Name: Course: Date: Business Week 2 – DQ 1 – Definitions How would you define strategy, process, product, and services? Strategy refers to an organization's plan for action in fulfilling its goals, objectives and mission. Process refers to the methods, which the organizations use in implementing their strategies, and in delivering their products. Products are the tangible outcomes, which an organization realizes after undergoing different process in the products development. Services are the intangible outcomes of an organization. How are strategy, process, product, and services related? Some organizations realize the need of developing new products and services, or redefining their products and services, as part of their strategy. The creation or reevaluation of the products and services means that the organizations have to be creative and innovative in their processes, even as they try out new designs, which will increase their competitiveness in the market (Stamm, 2008). What could be the impact of innovation, design, and creativity on strategy? Creativity enables the organization to develop new ideas, which can be useful in determining its strategic direction. Innovation provides the organization with a chance to look at ordinary situations in a different way.

This involves a change in mental attitude in developing the organizational strategy, and in developing ways of achieving this strategy. Design enables the organization to come up with different alternatives and select the best choice from among them, as the organization aims into transforming an idea into an outcome. Organizations use design as part of their strategic tools, as this gives them a competitive advantage (Stamm, 2008). It is a conscious decision on the part of the organization, as it chooses the benefits it will

derive from selecting one alternative and leaving another. A good design benefits the organization, as it enhances the product and service outcome of the organization, the organization's image and identity and communication process (Tether, 2003). Week 2 – DQ 2 – Types of Organizations What are the two different types of organizations? Organizations can choose to adopt planned strategies or they can use emergent strategies.

What is an example of a significant innovative organization within the service sector (Google, Yahoo!, eBay®, etc.)? Why? An example of a significant innovative organization is Google. This is because it uses the first type of organizational model that incorporates the planned strategies.

The two types of organizations differ in that the organization that chooses to use planned strategy uses a rational model. This model is problematic because it does not allow the organizations to adopt flexible measures in case of changes, and this causes delay in the organizations' processes. These organizations are systematic, and encourage bureaucracy and command systems. Because of this, the organizations are relatively low risks. They recognize the importance of the different levels of management in developing and implementing strategy (Stamm, 2008). Organizations that use planned strategies are in a better position to ensure that they accomplish their objectives. Everyone within the organization has a specific role to play, and this enhances responsibility and accountability.

This makes it easy for the organizations to accomplish their goals in a quicker and more efficient way (Burnes, 2004). What organizational type is representative of your organization, and what are the opportunities for

innovation within that type of organization? The organizational type that is representative in my organization is the emergent strategy. Organizations that use the emergent strategies are flexible. The system recognizes and encourages input from all levels within the organization.

Organizations using this type of strategy employ a lot of experimentation. They engage in a process of trial and error as they look for the best alternatives. Although systematic organizations are high risk due to their experimental nature, they do have a clear strategy in mind (Stamm, 2008). However, they engage in experiments as they try to identify different ways of doing things. They are highly creative and innovative, often coming up with different designs, which enable them to gain a competitive advantage in the market. High performing organizations understand the importance of taking risks in strategy formation and implementation.

They recognize the fact that strategy formation is not a systematic process, but it involves the management's decision to try out new methods and ways of doing things (Crick & Spence, 2005)