

Deliberate vs. emergent strategy in marketplace

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Deliberate vs. Emergent Strategy

Strategies offers organization's options to spur their financial growth.

According to Mintzberg and Waters (1985), a deliberate strategy is broadly and openly articulated based on collective intentions of the organization. On the other hand, a consistent use of actions or behaviors by an organization that was not previously intended comprises an emergent strategy.

From the understanding of various business strategies, our group opted to stick to the initial plan. This was based on the market research and analysis of the demand patterns in the market. The study performed a systematic analysis of the competitors and the performance of the market and the strengths of the organizations to overcome these challenges.

However, the group experienced low demand, and we decided to operate within the initial plan and make changes whenever possible. We opted for an ideological strategy. We realized strategies cannot necessarily be deliberate (Mintzberg and Waters, 1985). The ideological approach enabled us to predict our market with enough accuracy to pursue our intended strategy (Mintzberg and Waters, 1985). Thus, the plan offered us a clear business purpose and an opportunity to incorporate desirable actions when the deliberate action did not yield the intended results.

Operating within the initial plan enabled a clear communication between the actors. Each actor understood his or her role very well. The decision to incorporate other actions was out of the realization that the market can be unstable sometimes. The organization had to tolerate the low demand while strategies to counter it were formulated. The tolerance to challenges emanated from analysis of the past demand patterns and thus the low

demand did not come as a surprise (Mintzberg and Waters, 1985). Additionally, the learning from the market and previous analysis also enabled us to develop corrective actions that developed in strange ways. The corrective measures were implemented in quantum leaps and orientation that allowed the organization to regain its feet (Mintzberg, 1987). These measures enabled the group to stay on track and within its business objectives. In conclusion, emergent strategy acts best as a compliment of the deliberate strategy as witnessed in our case.

References

Mintzberg, H., & Waters, J. A. (1985). Of Strategies, Deliberate and Emergent. *Strategic Management Journal*, 6, 257-272.

Mintzberg, H. (1987). *Crafting strategy*. Boston: Harvard Business Review Reprint Service.