

Communicating a strategic plan

Business



Communicating a Strategic Plan Why is it important to continuously up the implementation and communication of a strategic plan? Who should be responsible for updating and communicating a strategic plan? Why?

A strategic plan is an important means to fulfill organizational goals and its focus is on entire gamut of activities that are carried out for its goal achievement. The strategic plan is developed based on existing internal and external environment factors and many of these factors keep changing over time due to numerous changes taking place in the market. In response to these changes and challenges, the organization also needs to review its strategic plan periodically so as to meet those challenges effectively and continue with the process of goal fulfillment. Since there are several functional areas that need to be synchronized for cohesive functioning as per the updated strategic plan, communication across entire organization becomes extremely important and necessary.

Usually, a strategic plan needs to be updated and communicated from the top person of the organization such as Managing Director or Chief Executive Officer of the company to bring entire organization in a single common platform so that each functional area clearly understands how and in what way to proceed for the overall goal achievements. It is extremely important that all departments and sections of the organization perform and function in a most cohesive and synchronized way and that is possible only when the top person of the organization keeps on not only updating the strategic plan but also communicating to them its importance and likely impact on the organization.

Reference

<https://assignbuster.com/communicating-a-strategic-plan/>

Fogg, C. D (1994). Team based Strategic Planning: a complete guide to structuring, facilitating, and implementing the process. AMACOM. New York.