

# Strategic Management for Senior Leaders

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**Abstract:** Positive strategic outcomes substantially depend on effective strategic planning and execution skills of managers. Many strategic initiatives of companies fail in an event where managers are incapable of designing and implementing an appropriate plan to execute the same. Implementation phase tends to be the most commonly ignored aspect of strategic management. The role of senior leadership is highly critical in strategic management since they play the crucial role of communicating strategic changes within an organization. Effective leadership and communication skills are quintessential for the successful implementation of a strategic change.

**Keywords:** Strategic planning, Strategic change, Senior Leadership in Change, Change Management.



In all modern organizations that understand the growing impetus of leaders, the aspect of management is always indisputable. Managers are the first people to understand what a strategy means to their firms and are the first to design means of implementing these strategies. Denise Lindsey Wells comes up with various ways of demonstrating strategic management and some of the key issues that feature in the book are proper leadership integration, leadership involvement, decision-making techniques, and strategic plan implementations. Many strategic plans of companies fail because managers lack the most effective ways of approaching plans integrated into their plans. Based on the assumptions of Wells (1998), strategies need an effective understanding of the main facets of designing and implementing the unique plans found in them.

The involvement of the senior leadership in

strategic management is crucial as it helps in the most significant part of the strategic plans. The senior management, which is often responsible for overseeing several aspects of the organization, is normally important in the strategic management as it carries out the implementation phase of the strategy (Wells, 1998). In most modern companies using strategies to control their leadership plans and administrative functions, the most ignored part of the strategies is the implementation phase. When plans lack effective strategies in the implementation phase, they end up ineffective or futile (Wells, 2000). Involving top leadership in implementing the plans helps to ensure complete incorporation of the major decisions agreed at the top level of the organization's management.

Another crucial aspect of strategic business management that Wells (1998) finds imperative in the daily activities of strategic planning and execution is the practice of ensuring the strategic plans have implantation committees. According to Wells (1998), these committees

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normally comprise of the top management, with the primary role of ensuring that all processes and management activities are working effectively. With the presence of the top management in the implementation committee, the company remains effective in its overall planning deals, and all the programs of implementation remain workable throughout the planning and execution phases (Wells, 1998). The top management has a means of executing plans for the whole significance of the firm, as they ensure that the guiding principles and rules of the strategy are effective. From my experience in STC (Saudi Telecom Company), senior management issued a new resolution, which was bringing in a fingerprint machine to be used by workers when checking in and out, instead of the regular work timesheet, and later on, top leadership appeared a couple of times to ensure efficient implementation of the new rule.

competing for a market share. Executives and senior leadership always ensure efficient communication between managers at different levels to prepare for any emergency changes of plans, which helps STC to capture the largest market share. Since strategic plans come with demands for reshuffling and reintegrating other plans for executing the strategies, communicating the change helps employees and the entire workforce to prepare psychologically for the intended change.

A salient aspect that brings a unique aspect in the article is how the senior leadership team should communicate the expected changes. Communicating change helps to dismantle the old structures and principles guiding certain systems to pave the way for new developments expected in the organization (Wells, 1998). When the top management communicates effectively about the change expected in the organization, the workforce prepares effectively and in advance for the changes expected. For instance, STC has giant competitors

## References

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