

SET YOUR CULTURE BEFORE IMPLEMENTING STRATEGIES

#Weekly_Series



Presented by

DR. Mohamed Aly A. Fattah

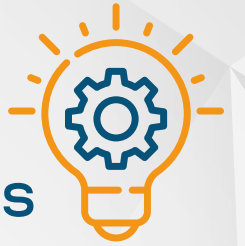
Chairman at Nahdet El Mahrousa
Lecturer at the American University
in Cairo



Organizational culture is the set of shared beliefs, values, and norms that shape the way an organization operates. It can have a significant impact on the implementation of strategy, as it can influence employee attitudes, behaviors, and decision-making.

Here are some of the ways in which organizational culture can affect strategy implementation:

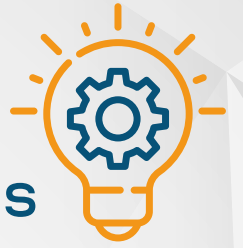




Alignment

A strong alignment between organizational culture and strategy can help to ensure that employees are motivated and committed to the strategic objectives. When employees share the organization's values and beliefs, they are more likely to see the value in the strategy and to work towards its successful implementation.



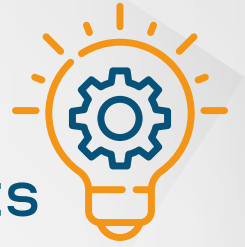


Communication



A culture that encourages open and honest communication can help to ensure that everyone in the organization is aware of the strategy and their role in its implementation. This can help to avoid confusion and miscommunication, which can derail even the best-laid plans.

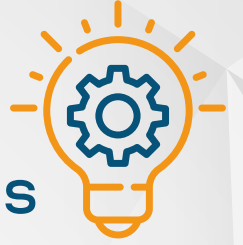




Decision-making

A culture that encourages collaborative decision-making can help to ensure that the best ideas are considered and that decisions are made in a timely manner. This can be essential for the successful implementation of complex or challenging strategies.





Change management



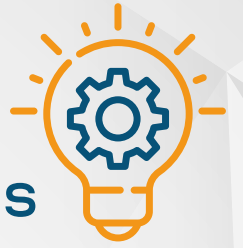
A culture that is open to change can help to ensure that employees are willing to adapt to new ways of working as the organization implements its strategy. This can be particularly important in organizations that are facing significant change, such as those that are undergoing a merger or acquisition.



Of course, organizational culture is not the only factor that affects strategy implementation. Other factors, such as the organization's structure, its leadership, and its resources, can also play a role. However, organizational culture can be a powerful force for either good or bad when it comes to strategy implementation. By understanding the culture of their organization, leaders can better position it for success.

Leaders who want to create a culture that supports strategy implementation can do the following:





1

Communicate the strategy clearly and frequently. Make sure that everyone in the organization understands the strategy and their role in its implementation.

2

Encourage open and honest communication. Create a culture where employees feel comfortable sharing their ideas and concerns.

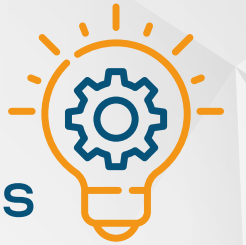
3

Empower employees to make decisions. Give employees the authority to make decisions that affect their work.

4

Celebrate successes. When employees achieve milestones, be sure to celebrate their success. This will help to build momentum and keep employees motivated.





By following these tips, leaders can create a culture that supports strategy implementation and helps their organization achieve its goals.