

TACK Africa



Formulating Successful Strategy



Strategy can be hatched in the bath, the bar or the boardroom, but only the world's most natural leaders can carry their teams with them without some kind of more formalised approach. Success and competitive advantage comes from achieving a tight match between corporate goals and the leader's ability to mobilise the financial, physical and human resources of the organisation. Strategy is all about direction, capacity and action, giving the organisation a strong mandate to succeed. It requires a combination of hard analysis and out-of-the-box creative thinking, coupled with inputs from both external and internal stakeholders. It's all about translating a vision of the future into present day reality. In the private sector, a key issue is competitiveness. In the public sector, it's effectiveness and accountability. For NGOs, it's impact that counts.

Our strategy toolbox

Formulating an effective strategy is not an academic exercise. Plans and reports alone don't achieve anything. But a well constructed strategic plan allows everyone to contribute by doing what is necessary and doing it well. At TACK, we use a range of methodologies to help our clients develop meaningful strategies which provide a genuine basis for development and achievement. These include:

- ◆ force field analysis
- ◆ organisational climate surveys
- ◆ SWOT analysis
- ◆ competitive positioning, differentiation and benchmarking
- ◆ critical success factors
- ◆ core competencies, outsourcing and partnerships
- ◆ quantum leaps through value innovation
- ◆ scenario and contingency planning.



We also use the concepts of the Balanced Scorecard to ensure a direct linkage between strategic plans and departmental and individual activity and performance. It focuses attention and resources under four key areas. These act as headings for cascading goals, objectives, initiatives and measures from the organisation's mission, vision and values.

TACK Africa experience in strategic planning

- ◆ 3M Kenya
- ◆ AAR Health Services
- ◆ British American Insurance
- ◆ CMC Motors
- ◆ East Africa Tea Trade Association
- ◆ Gertrude's Garden Children's Hospital
- ◆ Kitengela Glass
- ◆ Meru National Park
- ◆ IUCN East African Regional Office
- ◆ Kenya Tea Packers (KETEPA)
- ◆ Kenya Tourist Development Corporation
- ◆ Kenya Wildlife Service
- ◆ Mauritius Housing Corporation
- ◆ National Council of NGOs
- ◆ Rand Merchant Bank
- ◆ Sameer Africa
- ◆ Sangana Commodities
- ◆ UNDP Tanzania
- ◆ UN Information Focal Points Group in Tanzania
- ◆ UN Kenya Country Committee
- ◆ UN Tanzania country team
- ◆ USAID Kenya

Further information

For more information about our approaches to strategy and how it can benefit your organisation, please contact us for an informal discussion.

Additional TACK service bulletins

Training Catalogue - Change Management - Strategic Resourcing - Service Improvement Programmes - Workshop Facilitation - Team Building - Performance Management

For more information, visit www.tackafrica.com or email admin@tackafrica.com

TANZANIA
Inter-House, Kijitonyama
Dar es Salaam
Tel (+255) 0688 623030

KENYA
Karen
Nairobi
Tel (+254) 020 802 9498

TACK
AFRICA