

# Business Strategy

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**WEEK TEN**  
**LECTURER: N. QUARRIE**

# Objectives

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- By the end of this lesson you should be able to:
- 4.1 assess the roles and responsibilities of personnel who are charged with strategy implementation



# Overview

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- There are a number of persons who ensure that the implementation of a strategic plan is successful.
- For the rest of this lesson we will look at the roles and functions of a few of these persons.

# Personnel in charge of the strategy implementation

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- CEO
- Finance Manager
- HR Manager
- Marketing Manager
- Supervisors
- Etc



# Roles and functions CEO

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- According to (Trammell, 2014):
- Clearly communicate information regarding strategy to subordinates
- Come up with strategic plan
- Communicate the roles and responsibilities of each person
- Provide resources
- Build company culture



# Role of Finance Manager/department

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- NB: Think about all of the following within the context of strategy implementation
- To correct record and store financial data regarding the strategy
- Estimate the potential costs involve
- Try to find ways of minimize costs
- Ensure that there is sufficient money to pay persons working on strategy

# Role of Finance Manager/department

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- (Sokanu.com, 2016):
- Prepare financial statements, business activity reports, and forecasts
- Monitor financial details to ensure that legal requirements are met
- Supervise employees who do financial reporting and budgeting

# Role of Finance Manager/department

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(Sokanu.com, 2016):

- Review company financial reports and seek ways to reduce costs
- Analyze market trends to find opportunities for expansion or for acquiring other companies
- Help management make financial decisions



# HR Manager

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# HR Manager

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- Training and Development
- According to Smallbusiness.chron.com (2016): “Employee training and development includes new hire orientation, leadership training and professional development seminars and workshops. Human resource managers oversee needs assessments to determine when training is necessary and the type of training necessary to improve performance and productivity.”

# HR Manager

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- Training and Development
- According to Smallbusiness.chron.com (2016):  
“Human resource managers responsible for conducting needs assessment have a hands-on role in evaluating overall employee performance to decide if the workforce would benefit from additional training and orientation.”

# HR Manager

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- Training and Development
- According to Smallbusiness.chron.com (2016):“They examine employee performance records to identify areas where employees could improve through job skills training or employee development, such as seminars or workshops on leadership techniques.”

# HR Manager

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- Employee Relations
- According to Smallbusiness.chron.com (2016):  
“Although the employee relations specialist is responsible for investigating and resolving workplace issues, the human resource manager has ultimate responsibility for preserving the employer-employee relationship through designing an effective employee relations strategy.....It also ensures that employees have a safe working environment, free from discrimination and harassment.”

# HR Manager

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- Recruitment and Selection
- According to Smallbusiness.chron.com (2016):  
“Human resource managers develop strategic solutions to meet workforce demands and labor force trends. An employment manager actually oversees the recruitment and selection processes;”

# HR Manager

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## Recruitment and Selection

- “however, an HR manager is primarily responsible for decisions related to corporate branding as it relates to recruiting and retaining talented employees. For example, a human resource manager in a health care firm might use her knowledge about nursing shortages to develop a strategy for employee retention, or for maintaining the current staffing levels.” [Smallbusiness.chron.com](http://Smallbusiness.chron.com) (2016)

# In class activity

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- In groups of four:
- Select any of the following strategy, discuss what each role and function of each personnel would be during the implementation of the strategy:
- Pricing strategy
- Banding strategy
- Location
- Etc



# Review Questions

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1. Discuss THREE roles of the CEO as it relates to the implementation of a strategy
2. Discuss THREE roles of the HR manager as it relates to the implementation of a strategy
3. Assess each role/function given

# References/Additional Reading List

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- Businessdictionary.com, (2016). *BusinessDictionary.com - Online Business Dictionary*. [online] Available at: <http://Businessdictionary.com> [Accessed 3 Mar. 2016].
- Smallbusiness.chron.com, (2016). *Primary Responsibilities of a Human Resource Manager*. [online] Available at: <http://smallbusiness.chron.com/primary-responsibilities-human-resource-manager-10957.html> [Accessed 3 Mar. 2016].

# References/Additional Reading List

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- Sokanu.com, (2016). *Sokanu: The World's Best Career Test, For Free*. [online] Available at: <http://www.sokanu.com> [Accessed 3 Mar. 2016].
- Trammell, J. (2014). *Lead From the Top: 5 Core Responsibilities of a CEO*. [online] Entrepreneur. Available at: <http://www.entrepreneur.com/article/233354> [Accessed 3 Mar. 2016].