



Unit – 5

Strategic Implementation



- Strategy implementation is the process of **turning your strategic plan into action.**
- Whether you're executing a new marketing plan to increase sales or introducing a new work management software to increase efficiency—your plan is only as valuable as the implementation.



The Strategy Implementation Process





Corporate Culture

- Corporate culture refers to the values, beliefs, and behaviors that are common or understood at a company.
- These determine how a company's employees and management interact, perform, and handle business transactions.

