

Writing for decision makers - reports and memos with a competitive edge

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LEADERSHIP APPROACH	WHEN TO USE	HOW TO SPEND YOUR TIME
Focus on the future	<ul style="list-style-type: none"> Your company or industry is technologically, geographically, or structurally complex. The pace and direction of change in your industry creates instability. You possess the best vantage point for deciding about capital allocations, resource management, or new products. 	<ul style="list-style-type: none"> Gather information about markets, economic trends, customers' purchasing patterns, competitors' strategies, and so on. Test strategic scenarios. Determine how your organization can best deliver on its strategy.
People managing one person at a time	<ul style="list-style-type: none"> Your company's success depends on you as the key decision maker. You are the primary people manager, make decisions, interact with customers, will not meet deficiency, and determine outcomes. You want to develop batch thought by creating a universe of satellite CEOs. Fewer people can manage more effectively without direct supervision. 	<ul style="list-style-type: none"> Impart desired values, behaviors, and standards to others. Train quickly to recruit, conduct performance reviews, and assess the overall commitment to company objectives. Identify and develop star performers.
Expanding knowledge	<ul style="list-style-type: none"> Your company needs a carefully developed knowledge base to support and sustain competitive advantage. You want to focus your organization on competence required to win. 	<ul style="list-style-type: none"> Conveying your vision to your employees and strategic partners. Monitoring policies to ensure your company attracts the right experts. Reward people who share their insights and expertise.
Control employing standard rules	<ul style="list-style-type: none"> Your industry is highly regulated, demanding strict procedural and transactional controls. Safety is a major concern in your industry, and there is a virtual margin for error. 	<ul style="list-style-type: none"> Create explicit rules and rewards for acceptable behavior and results. Use audits to detect exceptions to compliance, and reward individuals or balance-target performance.
Change: spending the status quo	<ul style="list-style-type: none"> You need to make changes in order to deliver consistently without heavy costs. Double-digit growth is part of doing business will reshape your company. Your organization needs to embrace uncertainty and ambiguity to succeed. 	<ul style="list-style-type: none"> Inspiring buyers, customers, and suppliers to embrace change. How people with passion, energy, and openness to change. Developing systems to encourage risk taking and reward business practices.

Description: -

- United States. General Accounting Office

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Therefore, quartile assist in dividing the overall population into 4 parts Glisson and Chowdhury, 2002. Susan Saldibar is a senior marketing professional with over 20 years of experience working with all sizes and types of businesses on strategy, positioning, content and sales growth.

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6 Core Purchasing Strategies

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