

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
Strategy: focusing on the future	<ul style="list-style-type: none"> Your company or industry is technologically, geographically, or structurally complex. The volume and pace of change in your industry creates instability. Requires the best strategic plans for deciding about capital allocations, resource management, or new products. 	<ul style="list-style-type: none"> Gather and information about market, economic, trends, customer purchasing patterns, competitors' capabilities. 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 superior execution—the way people make decisions, interact with customers, sell new offerings, and deliver value. You want to develop bench strength by creating a culture of excellence. CEOs/leaders at all levels who can act effectively without direct supervision. 	<ul style="list-style-type: none"> Impart desired values, behaviors, and attitudes face-to-face. Travel widely to recruit, conduct performance reviews, and assess the workforce's commitment to company objectives. Identify and develop star performers.
Expertise: championing knowledge	<ul style="list-style-type: none"> Your company needs a carefully developed area of competence to gain and maintain competitive advantages. You want to focus your organization on competencies required to win. 	<ul style="list-style-type: none"> Create programs that deepen your company's unique competencies. Use a hiring process to ensure your company attracts the right expertise. Reward people who share their expertise with colleagues.
Control: enforcing financial or cultural rules	<ul style="list-style-type: none"> Your industry is highly regulated, demanding strict procedural and financial controls. Safety is a major concern in your industry, and there is virtually no 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 controls, such as missed deadlines or below-target performance.
Change: spending the status quo	<ul style="list-style-type: none"> Your company must change in order to deliver consistently extraordinary results. Despite untold rags of doing business will cripple your company. Your organization needs to embrace uncertainty and ambiguity to succeed. 	<ul style="list-style-type: none"> Inspire employees, customers, and suppliers to embrace change. Hire people with passion, energy, and openness to change. Build reward systems to encourage risk taking and combat business practices.

Description: -

United States. General Accounting Office
Business report writing. Writing for decision makers - reports and memos with a competitive edge
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Notes: Includes bibliographies.
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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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The system is used to help managers make better decisions.

6 Core Purchasing Strategies

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