

CONCEPT OF MANAGEMENT OF RESULTS AS A BASIS FOR PERFORMANCE OF THE ORGANIZATION STRATEGY

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Effective and effective development of modern domestic organizations requires management to justify and implement the organization's strategy. Today, the lack of a strategy makes it impossible for a successful business to run in the long run. The key to the success of the strategy is its implementation, which requires managers of all levels of competence in this matter. Without the ownership of the implementation mechanism and the processes necessary for the implementation of the strategy, it is impossible to succeed.

Transformation of the strategy into results is impossible without strictly adhering to the decisions taken and without implementing actions that determine the implementation of strategic plans. Implementation of the strategy - this is not a small part of the management work; performance determines the very essence of this work. Implementation of the strategy is a key task for all managers, which cannot be transferred to other employees and forget about it.

We share the scientific views of scientists and practitioners who say that the planning and implementation of the strategy are interdependent. Despite the fact that in reality the tasks of planning and implementation can be divided, these two processes are interconnected. Planning influences the implementation of a strategy, which in turn leads to a change in strategic plans over time.

Successful strategic outcomes are achieved when those responsible for implementation take an active part in the process of planning or developing a strategy. For a successful application of the strategy, synchronous perception of planning and execution is required. In our opinion, it is precisely the performance management methodology that helps to correctly and comprehensively describe the strategy of the organization, and then match the personal goals and objectives of each unit with it. despite the fact that many domestic managers do not see the benefits of a direct remuneration link with strategic priorities, they recognize that information on strategy and goal definition greatly contributes to better understanding and approval of the staff of the overall concept of the organization's strategy.

The proven benefits of a performance management system are the integration planning process, resource allocation and budgeting, which is based on a balanced system of indicators.

Knowledge of the sources of danger (capabilities) to implement the strategy is necessary, but one of this knowledge is not enough. A successful implementation of a strategy requires a model or set of guidelines that determine the whole process and the interconnection of key decisions and measures. A roadmap is needed to help managers in the event of problems determine the decision-making process and take advantage of new opportunities. Such a conceptual model of management is very important for success, and we share the scientific views of scientists who recognize the role of such a model, which allows for the achievement of positive results, management effectiveness of the organization.

The key issues and barriers to implementing a strategy for managing managers identified during the study can be overcome by integrating the performance management methodology into a new system of strategic management. The organization's performance management system is the driving mechanism and integrative system of strategic management and day-to-day operations of personnel.

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