Winning strategies for business

Positioning, Strategies & Opportunities

Olayinka Obanimi Oyekanmi
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Strategy is a plan of action designed to achieve a particular goal.

Let's keep in mind that strategy is a military origin term.
In every business, there are basic strategies that must be employed in order to achieve set objectives. Set objectives include:

- Profitability
- Large, satisfied customer base
- Continuous innovation
- Enhanced productivity
- Employment generation
- Good CSR
- Sustainable practices
- Etc
The concept of strategy in business is to turn out Excellent products or service at a price as low as the competition or at a lower price. This may require using the same sets of input to generate better results.
In the military, as in a football team, a business team and other team arrangements, what gives the edge always, is what the team has INTERNALISED before meeting the opposition. In any organisation, this is called ACCULTURATION!
Your Organisational culture determines if you’ll win or not; that’s where your strategy comes from.
Organisational culture is a preset, predetermined, preplanned or default assimilation of the culture of all individual components of the organisation.

It is either planned or not.
Indices for an excellent organisational culture and strategy.
1.

Determine how you want the organisation to run and build all your organisational initiatives and strategy around it.

Jack Welch did it in GE.
2

Get the best guys possible

Consider Mourinho!
3

Build a highly functional and adaptable business model for multiple scenarios and environments.

Highly functional armies are failing in the face of insidious terrorist activities. During the second Iraqi war, America had to change tactics to prevail.
Train! Train!! Train!!! Train!!!! Train!!!!!

He still built Crotonville
Communicate! Communicate!! Communicate!!!

The strength of the best militaries in the world is in their ability for real time communication of strategy and Spirit.
6

Build solid and sustainable partnerships.

Join the right industry and non industry groups and associations. In the most successful wars that have been prosecuted, there have been military coalitions.
Build learning teams. Learning must be a very top priority. It enables Innovation, adaptability and rapid growth. That’s the secret of all forms of consulting firms.
Build a structure that ensures ambient strength of knowledge and information through excellent transfer of learning outcomes.
Build a far reaching marketing and e-commerce strategy.
You must have an excellent, accurate, infallible, corruption proof, rigorous money management system.

Look for cheap sources of financial input e.g. DFIs.
The final Key

YOU.

You need to be a highly adaptable, genuine, highly skilled, observant and resourceful manager of persons, resources and relationships.

To achieve this you also must be a learner and adapt quickly to changing situations.

Consider Alex Ferguson; a frightening, gum chewing enigma.
Still on YOU

You must see into the future. That’s how to take advantage of opportunities and build your company right.

How?

Learn History!
Now your organisation is unbeatable, go ahead and

WIN.

be the change
This is the season of the woman.
Thank You!