



Strategic Planning and Performance Management

By Graham Kenny

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Strategic Planning and Performance Management By Graham Kenny

Strategic Planning and Performance Measurement: Develop & Measure a Winning Strategy, provides a clear and concise roadmap for designing, implementing and measuring strategy. The focus is on strategic factors, which are defined in a unique way as the criteria on which an organization or business unit has to do well in order to succeed.

For organizations to be successful, they must take a stakeholder perspective of their performance – stakeholders such as customers, suppliers, employees and owners. The book cites many case studies including: 7-Eleven, Roche, K-mart, McDonald's, Levi Strauss, Accor Hotels, Gallo Wines, Daimler Chrysler, Sears Roebuck, Mont Blanc, Tag Heuer, Lexus, Semco, Bright Horizons, Burns Philp, Scania Trucks and British Airways.

This book provides a quantum leap forward in improving organizational performance. Management practitioners across the globe will find immediate and practical applications of its methods.

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Editorial Review

Review

"I find the framework presented by Graham Kenny to be a better alternative to the Kaplan and Norton "balanced scorecard" approach to strategic management... The practical advice and useful examples presented throughout make for a compelling and enlightening read. I thoroughly enjoyed this book." - Jon Down, PhD, Professor of Strategic Management, College of Business, Oregon State University

"... provides a well articulated and argued approach to strategy formulation, implementation and evaluation. It makes a significant contribution to advancing practice." - Professor Bob Hinings, Emeritus Professor of Management, School of Business, University of Alberta

"Graham Kenny provides a refreshingly simple method for developing, implementing and measuring strategy and performance - which is what makes this a great book! A significant step forward in strategic planning and performance measurement." - Peter Russell, Partner, KPMG

"This book is a refreshing change from most books on strategy. It takes the key ideas on strategy, demystifies them, and puts them together in a compelling way that should provide real benefits for managers. This book should be read by all those who want a clear guide on how to think systematically about the strategic factors that can help their company succeed." - Royston Greenwood, PhD, Telus Professor of Strategic Management and Associate Dean, Research, School of Business, University of Alberta

"At last a book that addresses the most critical element of strategic planning...execution! I found the identification of the seven common faults and recommended remedies in strategic plans very insightful. Through his knowledge, experience and effective use of case references Graham Kenny provides the reader with a structured approach to translate strategy into reality. An outstanding management book." - Robert P. Scherini, Area Manager, International, Johnson & Johnson

"Graham Kenny provides a practical framework for all managers to use when they need to turn their strategic vision into reality. From identifying key stakeholders through to writing a strategic action plan, each step of the framework is clearly explained, easy to understand and easy to apply. Strategic Factors has shown me how to ensure that strategy and outcomes are truly defined, linked and measured." - Lesley Pinter, Human Resources, Manager, SAP

"Countless business executives the world over have grappled with the task of translating abstract visions into tangible achievements. Graham Kenny now provides guidance in the form of a very readable text that outlines the essence of an integrated approach to developing strategy. I enjoyed the book." - Professor Ken Moores, Vice-Chancellor and President, Bond University

"The book stands alone in getting the message across in a straightforward, easy-to-read manner. A must read for all business unit managers, CEOs and others responsible for taking their organisations forward in an increasingly complex and competitive global market." - Professor Alan Dunk, Head, School of Business, University of Canberra

"Another book about strategy, but this one's different! It contains practical advice that, if followed, cuts through the management speak and jargon, and helps focus your organisation's strategic planning activity." -

John Minchin, Manager Information Technology, Hydro Tasmania

From the Back Cover

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About the Author

Graham Kenny is CEO of Strategic Factors in Australia, a consultancy specializing in strategic planning and performance measurement. His firm's client base ranges across the private and public sectors, from international corporations to charitable institutions. He has previously held executive positions within organizations across a range of industries. He is a well-known speaker and has published numerous articles in management journals throughout the world. Graham's academic experience has included being Professor of Management at universities in the USA, San Diego State University, and Canada, University of Alberta and University of New Brunswick.

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