HRM 591 WEEK 2 DISCUSSION

Strategic Management: A Process

Week 2 Topic: Strategic Management: A Business Evolution Imperative
Textbook:
Readings: Chapter 2: Strategic Management
Discussion Post Instructions:
Select an organization. It could be one that you are currently employed with, one that you used to work for, or one in which you have familiarity with their organization. Identify the organization by name or industry type. Complete a bit of research on your selected organization. Determine the organization's strategic management, planning, implementation, and monitoring process.

- How effective is their strategic management process?
- How well does their strategic management process align with their results? How can you tell?
- What factors contribute to their overall effectiveness?

Briefly present and discuss such aspects. If there are many, select the top three to discuss.

SOURCES
Amazon's Business Strategy: 5 examples of latest trends in ecommerce

Why Amazon Succeeds

Amazon Business Strategy: cost leadership & customer centricity

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Organization: Amazon
Three key factors that make Amazon's strategic management so effective are data-driven decision making, a strong customer-centric culture, and scalable operational systems. The company relies heavily on analytics and performance metrics to guide decisions and track progress in real time, which helps leadership quickly identify problems and adjust strategy. At the same time, strategic priorities are consistently viewed through the lens of customer impact, which keeps planning and execution closely aligned. This is reinforced through Amazon's leadership principles, especially customer obsession, operational excellence, and innovation.
Amazon's strategic management process is effective because it converts high-level strategy into standardized processes and technology that can scale across a massive global organization. Corporate goals are clearly communicated to individual business units within the organization and monitored through automation and KPIs that track productivity, cost efficiency, customer satisfaction, and delivery performance. The tight