

Strategies for Overcoming Organisational Weaknesses: Enhancing Performance, Sustainability and Competitive Advantage

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ABSTRACT

Strategically resolving organisational shortcomings was essential for long-term survival and gaining a competitive edge in today's changing business climate. Developing and communicating a strategic vision was crucial for aligning stakeholders and directing organisational actions. A recent study highlights the significance of establishing future-oriented objectives and efficiently executing them using strong management tactics. A good strategic vision must possess clarity, evoke motivation among personnel, and have a forward-looking viewpoint that directs decision-making and resource allocation. The essential steps for developing a strategic vision include analysing the external environment, including relevant stakeholders, and continuously improving the vision via iterations. Although strategic visions were widely recognised as advantageous, organisations often had difficulties executing them, resulting in discrepancies between planned strategies and realised results. Challenges included the need to strike a balance between aspirational aspirations and realistic limitations, as well as the task of incorporating strategic aims into day-to-day activities while maintaining a long-term perspective. Examinations of pioneering businesses such as Apple Inc. and Tesla Inc. underscore the profound influence of strategic visions that are in harmony with leadership guidance. These examples highlight the crucial need for maintaining regular communication and incorporating it into the various operations of an organisation.

Keywords: Strategic vision, organisational vulnerabilities, competitive edge, stakeholder involvement, environmental analysis.

INTRODUCTION

In the ever-changing environment of contemporary companies, the skill to strategically address organisational shortcomings and improve performance is a vital factor in ensuring long-term viability and gaining a competitive edge. Creating and conveying a strategic vision is crucial for this undertaking since it acts as a guiding principle that brings together stakeholders and directs organisational activities. A recent study highlights the significance of both developing forward-looking goals and implementing them effectively using strong management methods. An effective strategic vision should possess key qualities: a clear message that can be easily understood by everyone, the ability to inspire and motivate employees and a forward-thinking perspective that guides decision-making and resource allocation. Strategic vision formation entails careful procedures, including environmental scanning to identify possibilities and dangers, engaging

stakeholders to promote inclusion and backing (Brown & Treviño, [1], and making iterative adjustments to accommodate changing circumstances. Although organisations acknowledge the advantages of strategic visions, they often have difficulties successfully implementing them, resulting in discrepancies between their intended strategies and actual results. Challenges include the need to harmonise ambitious aims with realistic constraints and to incorporate strategic objectives into daily activities without jeopardising long-term goals [2]. An analysis of notable examples such as Apple Inc. and Tesla, Inc., under the guidance of visionaries like Steve Jobs and Elon Musk, respectively, provides valuable insights into how strategic visions may drive organisations towards innovation and dominance in the market. These examples demonstrate how aligning organisational strategy with visionary leadership may have a significant and positive effect.

They emphasise the crucial role of constant communication and integration into organisational processes.

Many companies find it challenging to rectify organisational deficiencies that impede long-term performance and competitive edge. These vulnerabilities have a significant impact on the capacity to adapt and survive in the long term [3]. They provide difficulty in identifying and prioritising concerns, resulting in the inefficient allocation of resources. The ever-changing business landscape necessitates adaptable and forward-thinking approaches. However, there is a dearth of efficient models for recognising and resolving these deficiencies across many sectors. The objective of this

Identifying Organisational Weaknesses

An essential first stage in successfully resolving organisational shortcomings is to comprehend and recognise them [4]. Weaknesses include a wide spectrum of issues, including internal inefficiencies in

Diagnostic and Mitigation Frameworks

Several concepts and approaches have been suggested for identifying and ranking organisational vulnerabilities. These frameworks often prioritise thorough evaluations, such as SWOT analysis, value

Tactics for Addressing Organisational Weaknesses

The strategies for resolving weaknesses primarily concentrate on using strengths, minimising dangers, and taking advantage of opportunities that have been recognised via diagnostic procedures [6]. Adopting

Effects on Performance, Sustainability, and Competitive Advantage

Studies show that improving organisational deficiencies has a favourable effect on performance indicators including profitability, productivity, and customer happiness [7]. In addition, the incorporation of sustainable practices into strategies

Obstacles and Prospects for the Future

Although organisations may reap advantages, they often encounter obstacles such as opposition to change, limitations in resources, and uncertainty in the external economic environment [8]. Further investigation is required to examine the latest developments in addressing organisational vulnerabilities, such as the impact of digital transformation, leadership approaches, and global market forces. This literature review provides a comprehensive analysis of the main topics and current

CONCLUSION

To be competitive and flourish, organisations must constantly identify and solve issues. Regular review, modification, and execution of specific actions are required. Addressing shortcomings improves operational efficiency and innovation, enhancing profitability and market position. Sustainability practices boost resilience and demonstrate corporate social responsibility, benefitting stakeholders. Regularly do comprehensive diagnostic evaluations, such as SWOT analysis and value chain analysis, to

research is to identify prevalent weaknesses, develop strategies for reducing their impact, and enhance efficiency and long-term viability. This review assesses ways to improve organisational performance, sustainability, and competitiveness. Search Google Scholar and Scopus for organisational problems, performance improvement, and competitive advantage. Include current peer-reviewed research publications and industry reports. Assess source quality and gather successful techniques. Identify key themes and approaches, assess their effects on performance and competitiveness, and provide solutions. Provide an impartial assessment of the pros and cons of various operational efficiency and competitive advantage approaches.

operations and vulnerabilities in the external market. Each weakness necessitates the implementation of customised methods to address and resolve them.

chain analysis, and strategic gap analysis [5]. Efficient diagnosis enables organisations to strategically spend resources and link treatments with broader business objectives.

organisational change efforts, promoting innovation, and enhancing operational procedures are often techniques used to bolster resilience and competitiveness.

aimed at mitigating weaknesses contributes to long-term sustainability and environmental accountability. Competitive advantage is obtained by being able to quickly adjust to market changes and take advantage of new possibilities.

viewpoints on ways to address organisational vulnerabilities. It highlights the impact of these strategies on improving performance, ensuring sustainability, and gaining a competitive edge. Indeed! The following text presents the debates, findings, and suggestions derived from the subject of "Strategies for Overcoming Organisational Weaknesses: Enhancing Performance, Sustainability, and Competitive Advantage":

identify problems within the organisation and prioritise strategic solutions [5]. Cultivate a corporate environment that encourages and embraces innovation and flexibility, enabling prompt responses to market fluctuations and the exploitation of emergent prospects [6]. Promote cooperation across different departments and encourage ongoing efforts to enhance performance and make progress. Establish a firm commitment from leaders to actively promote

change and effectively address any opposition encountered within the organisation [8].

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