Precena Strategic Partners: Staff Relocation Cost Minimization
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Employees can shape and must be included in the strategic management decisions:

- Organizational structures encourage employee's ability for issue selling and a sense of responsibility for the organization.

- Effectively applying the five key principles of issue selling to managers
Employees can be a powerful force for change within the firm and shape strategy.
Intention for strategic issue selling depends on two factors:

- The individual's interpretation of the organization
  - Organizational Culture and norms
  - Situational Cues
  - Management Support

- Confidence in the ability to succeed in issue selling,
  - Packaging
  - Process
The individual’s interpretation of the organization

- Organizational Culture and norms
- Situational Cues
- Management Support

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Google
The centerpiece of building a case for change is the five key elements of an effective sales pitch.

- Discrepancy
- Appropriateness
- Efficacy
- Principal Support
- Valence
Conclusion/Comments

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