

# BENEFITS OF USING TECHNOLOGY IN STRATEGY MANAGEMENT

Managing a performance/strategy program manually has its limitations and can be a painful endeavour. Neil Mcdougall suggests some long-term and real-time benefits for your organization when the process of strategy management is automated.

#### Release Control/ Configuration Management

One Version of the "Truth", particularly critical if incentives and rewards are planned to be tied to the data.

### Repeatability

Each time your monthly or quarterly meeting comes around, a system will ensure the preparation, meeting, and follow- through are consistent, no matter how foggy the memories of the practitioners! Of course, report generation will be snap once the reports are configured for your needs.

#### **Standardization**

The look, feel, and interface of the process will be identical throughout the organization, facilitating speedier learning, retention, and mobility of the practitioners.

#### **Real-Time Availability**

Enables Executives and Senior Managers the ability to tap into organizational performance as it suits them, rather than waiting for the monthly meeting, or tracking down performance data manually on-demand.

#### **Trending/History**

Similar to the benefits of integrating your performance information across your lines of business, the ability to view performance easily over time, and to go back to previous meetings and analysis to recall the rationale for past decisions, is valuable.

#### Scalability Across the Organization, Including Remote Sites

From collecting data, to interpreting and analyzing performance, remote locations will be easier to engage through a shared interface, rather than chasing email exchanges.

## Resilience to Staff or Management Changes

When new leaders arrive, they can more easily make changes in direction with a robust system in place. Building the process into a system ensures they won't have to change the way it is managed. When change agents leave, the continuity and enhancement of the process remain since their know-how is built into the business rules of the system.

### **Organizational Learning**

A system will allow newcomers and seasoned staff alike to learn the process consistently from one place, at their own pace and convenience. This will save on chasing the few experts around for their 'tribal knowledge' on how things work.

#### Integration

Often the data is in functional silos, while the insights, decisions, and actions need to be cross-functional. Consolidating your performance management information into a tool brings integration benefits and opportunities for cross-functional insights that may not otherwise be possible.

### Security/Backups

Like any IT system, once the information is consolidated in one place, it's much easier to protect the content from intruders, as well as ensure recovery when disasters strike.

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