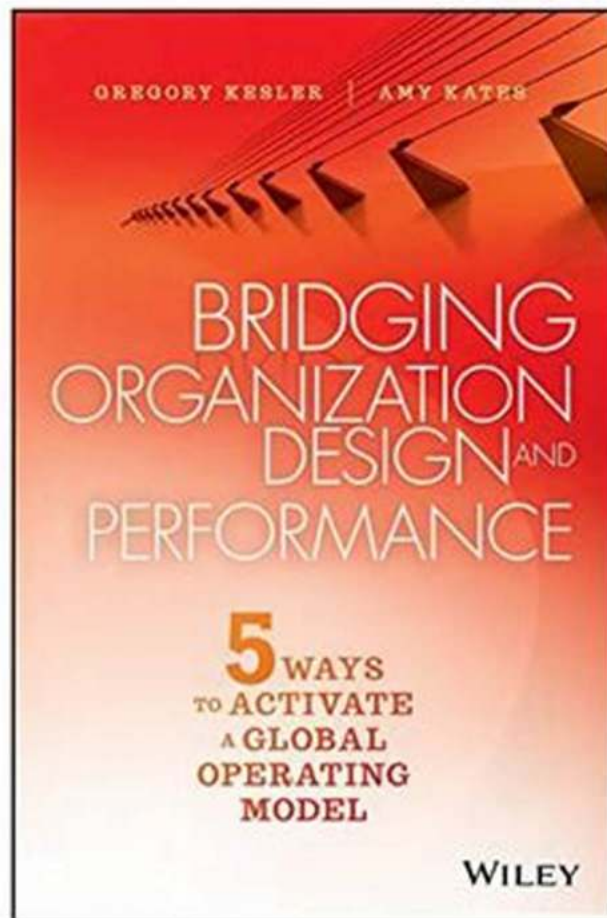


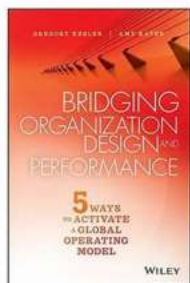
Five Ways To Activate Global Operation Model



In today's highly interconnected world, businesses are expanding their operations globally to tap into new markets and maximize their growth potential. However, achieving success in a global operation model requires careful planning and execution. In this article, we will explore five effective ways to activate a global operation model and ensure the success of your business on a global scale.

1. Establish Clear Objectives and Strategies

Before venturing into international markets, it's crucial to establish clear objectives and strategies for your global operation model. Determine your long-term goals and the specific markets you want to target. Conduct thorough market research to understand the local preferences, culture, and competition. Based on this analysis, develop a comprehensive strategy that aligns with your business goals and sets you apart from competitors.



Bridging Organization Design and Performance: Five Ways to Activate a Global Operating Model

by Gregory Kesler (1st Edition, Kindle Edition)

★★★★☆ 4.6 out of 5

Language : English

File size : 5360 KB

Text-to-Speech : Enabled

Screen Reader : Supported

Enhanced typesetting : Enabled

Word Wise : Enabled

Print length : 250 pages

Lending : Enabled



Additionally, it's important to establish key performance indicators (KPIs) to measure the effectiveness of your global operation model. Set specific targets for sales, market share, customer satisfaction, and other relevant metrics. Regularly monitor and evaluate your performance against these KPIs to make informed decisions and adjust your strategies accordingly.

2. Build a Strong Global Team

To ensure the success of your global operation model, it's essential to build a strong team with diverse skills and cultural sensitivity. Recruit employees who have experience in international markets or possess the necessary language and cultural expertise. This will help you navigate the complexities of different markets and establish strong relationships with local partners and customers.

Encourage collaboration and open communication among team members, regardless of their geographical locations. Leverage technology to facilitate virtual meetings, document sharing, and project management. Building a cohesive global team will not only improve operational efficiency but also foster innovation and creativity.

3. Adapt to Local Market Dynamics

One of the key aspects of activating a successful global operation model is adapting to local market dynamics. Avoid the one-size-fits-all approach, as different markets have unique characteristics and requirements. Tailor your products, services, and marketing strategies to suit the preferences and needs of local customers.

Conduct market research and gather customer feedback to understand the specific demands of each target market. Customize your offerings accordingly, whether it involves modifying product features, pricing, packaging, or communication channels. By adapting to local market dynamics, you can gain a competitive edge and establish a strong presence in international markets.

4. Develop Effective Supply Chain Management

A well-developed supply chain is crucial for the success of a global operation model. Establish efficient logistics and distribution channels to ensure timely

delivery of your products or services. Collaborate with reliable local suppliers and logistics partners to minimize transportation costs and avoid delays.

Implement robust inventory management systems to optimize stock levels and minimize the risk of stockouts or overstocking. Leverage technology to track shipments, monitor inventory, and enhance visibility across the supply chain. By streamlining your supply chain operations, you can reduce costs, improve customer satisfaction, and enhance your overall global operation model.

5. Continuously Monitor and Adapt

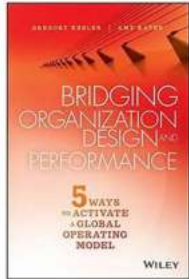
The global business landscape is constantly evolving, so it's crucial to continuously monitor market trends, customer preferences, and industry developments. Stay updated with local regulations, economic conditions, and political stability in your target markets. This will help you identify new opportunities, mitigate risks, and adapt your global operation model accordingly.

Regularly assess the performance of your global operation model and compare it against the established KPIs. Analyze the data and identify areas for improvement or potential expansion. Maintain open communication with your global team and encourage them to provide feedback and suggestions. By fostering a culture of continuous improvement, your business can stay agile and thrive in the global marketplace.

Building and activating a successful global operation model requires strategic planning, cultural sensitivity, and continuous adaptation. By following the five ways discussed in this article – establishing clear objectives and strategies, building a strong global team, adapting to local market dynamics, developing effective supply chain management, and continuously monitoring and adapting –

your business can unlock the full potential of international markets and achieve global success.

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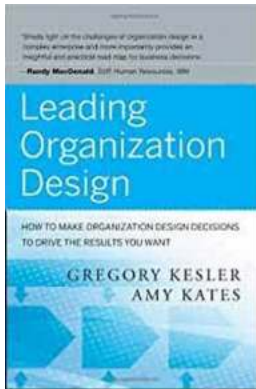


Five practical steps to enhance organization effectiveness on a global scale

Bridging Organization Design and Performance is a handbook for leaders looking to enhance the success of their organizations and themselves. Companies that compete globally require organizational operating models as robust as their strategies. Many companies have created elegant designs and consider their worldwide, matrix organizations sources of competitive advantage. However, the reality is that these complex structures bring many challenges and senior executives are often frustrated by the difficulties of delivering growth in organizations that span numerous brands, products, and geographic regions.

After working closely with over twenty large US and Europe based global companies during the past decade, Gregory Kesler and Amy Kates concluded that the problem is not in the fundamental design of these operating models. The

matrix is not going away. The challenge is to effectively and completely activate the organization to deliver the strategy. This book shares the five practical actions that bring complex organizations to life and help companies gain sustainable results from their global operating models.



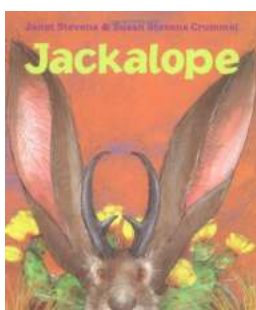
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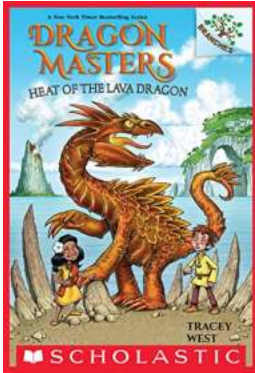
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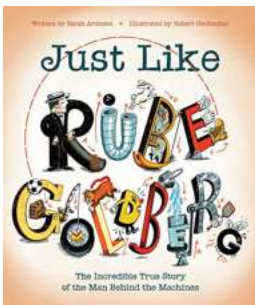
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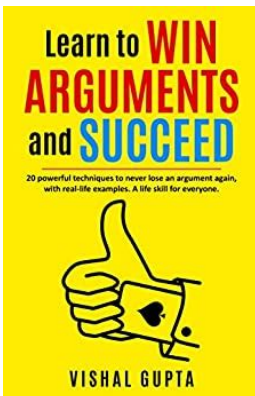
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