

ABSTRACT

Effective strategy implementation is the recipe for an organization success. However implementations of strategic plans by organizations are often faced with numerous challenges over the recent years. Some of the challenges include lack of adequate funds to spearhead the plans to completion, lack of team work among staff, poor organization culture, inadequate time allocation for implementing the plans, resistance to change by staff, lack of trained personnel, communication failure, ever changing Government policies among others. The management of organizations are tasked with the responsibility of ensuring that the organization achieve its strategic objectives by understanding the environment both external and internal to deal with the threats and exploit opportunities. The study sought to establish challenges of strategy implementation by private hospitals in Nairobi County. The objectives of the study were to establish the challenges that private hospitals experience in attempt to implement their strategic plans and also to identify the responses they put in places to those challenges. 25 respondents from each hospital were interviewed among them hospital administrators, chief executive officers, directors, managers and human resource managers. The study targeted all the hospitals and their responses can be used for analysis. The study found that lack of trained personnel to implement strategic plans, inadequate funding for the plans and that the ever changing Government policies were a key hindrance to effective implementation of the plans. In view of these challenges, the study established that sourcing of funds; continuous training of the staff on strategic objectives, having hospital meetings between top management and the employees, effective communication within the hospital and restructuring of the hospitals were some of the responses that the private hospitals had put in place to deal with the implementation challenges.