CHALLENGES OF IMPLEMENTING STRATEGIC CHANGE AT FAULU KENYA

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A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS OF THE AWARD OF THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION (MBA), SCHOOL OF BUSINESS, UNIVERSITY OF NAIROBI.

NOVEMBER 2013
ABSTRACT

Most strategies remain as good ideas unless they are translated into organization. An organization's strategic orientation is a complex function of many factors that are both internal and external which interact with each other, creating an environment that is characterized by uncertainty and casual ambiguity. The purpose of this research was to identify the challenges of implementing strategic change at Faulu Kenya, as well as determine measures put in place to mitigate the challenges of implementing strategic change at Faulu Kenya. The study was conducted through a case study design. Collection of primary data was done using an interview guide to collect in-depth data from the members of management across the departments. Data analysis was done using Content Analysis. The report contains in-depth analysis and interpretation of the data concerning the challenges of implementing strategic change and measures put in place to mitigate the challenges of implementing strategic change at Faulu Kenya. The study found out that the major challenges encountered by Faulu Kenya while implementing strategic change include: high degree of staff turnover and resistance to change. Others included inadequate resources and conflict among employees. Therefore microfinance institutions should ensure that employees affected by the strategy are the core aspect in strategy implementation focusing on the outcome and also ensure that the necessary resources are available during strategy implementation. The study recommends that management should work toward effective communication, efficient systems and the implementation be a team effort.