

Research Article

# Achieving Organizational Goals Through Strategic Planning and Adaptation: A Theoretical Investigation

Rachel Konyefa Dickson\* 

Department of Management, Faculty of Management Sciences, Niger Delta University, Amassoma, Nigeria

## Abstract

In today's rapidly evolving business environment, organizations must continuously adapt to remain competitive. However, traditional strategic planning often results in complex documents that are rarely implemented effectively, limiting organizations' ability to achieve their goals. This paper explores the role of strategic planning and adaptation in fostering organizational success by reviewing key concepts, the importance of strategic planning, its components, and the necessity of strategic adaptation. The study highlights that strategic planning is a structured approach to defining organizational goals, allocating resources, and guiding long-term decision-making. However, rigid planning structures often fail in dynamic business environments, necessitating an integrated approach combining strategic planning and adaptability. Strategic adaptation enables organizations to respond effectively to external uncertainties, market shifts, and emerging opportunities. Organizations can enhance their agility and resilience by leveraging environmental scanning, strategic flexibility, and participatory planning. Findings suggest that while strategic planning provides a clear roadmap for achieving objectives, its effectiveness is significantly improved when paired with adaptation strategies. Organizations that integrate flexibility into their planning processes are better positioned to navigate uncertainties and drive sustainable growth. Moreover, fostering a culture of strategic employee participation enhances engagement, innovation, and alignment with organizational goals. This paper concludes that achieving organizational success requires a dynamic, integrated approach that balances strategic planning and adaptability. By embedding flexibility into their strategic frameworks, organizations can remain resilient, responsive, and competitive in an ever-changing business landscape, ultimately driving long-term growth and success.

## Keywords

Strategy, Strategic Planning, Strategic Adaptation, Business Environment

## 1. Introduction

In our current global landscape, we are experiencing a state of constant change and unpredictability. Traditional norms are breaking down, businesses are struggling to maintain stability, boundaries are becoming more flexible, and the increasing complexity of the business environment is making it harder to make accurate predictions [66]. In today's business climate,

where the operating context of most business concerns is changing rapidly, the need for an organizational strategy adaptable to the changing environment is the key to the business's success. An organization's survival, growth and continuity depend upon the nature of the strategies adopted. The importance of organizational strategy lies in its ability to

\*Corresponding author: Rachel1974edu@gmail.com (Rachel Konyefa Dickson)

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drive and align the objectives and strategies of the various departments within an organization. Strategy is a comprehensive framework that involves identifying, creating, and refining a set of principles that, if followed consistently, will ensure sustained success over an extended period [55]. During periods of uncertainty, strategy acts as a guiding principle for an organization, indicating the direction it should take while considering its current position and past experiences. A key aspect of a strategy is the incorporation of business operations and the efficient allocation of limited resources to achieve current goals. An organization without a strategy does not have direction, which leads to being incompetent and uncompetitive [57]. Strategic planning emphasizes decisions that set the organization up for effective adaptation to changes in its environment.

An organization's strategy can be defined through strategic planning, which also involves deciding how to allocate resources to help achieve this goal. Understanding the organization's current standing and the potential pathways it could take to achieve a specific objective is critical for determining its future direction [41]. When planning a strategic approach, it is critical to avoid the illusion that decisions occur in isolation and to recognize that any course of action undertaken by the organization will likely elicit a response from stakeholders, including competitors, customers, employees, and suppliers [57]. Planning is an integral and indispensable part of the process of formulating an organization's goals and objectives, setting out the best procedures for reaching them while obtaining and committing the resources required to reach its objectives, carrying out activities consistently with the chosen objectives mentioned, and evaluating progress to identify any shortcomings [36]. The strategic plan establishes the basic nature and direction of the organization. Organizations that operate in volatile and unpredictable environments must prioritize strategic planning due to environmental uncertainty [77, 4]. The ability to adapt to an unpredictable and dynamic environment is a key component of any successful business, and strategic planning provides just that. Strategic planning is essential to organizational growth because it provides a clear roadmap for success. Strategic planning is an important process that any company should follow closely. Strategic planning entails selecting objectives, formulating plans, developing programs to achieve those objectives, and figuring out how to implement those plans and policies [64]. However, in a volatile context, strategic planning limits an organization's ability to adjust to its swiftly evolving and unpredictable environments [59].

As businesses become more complex, strategy formulation must become more sophisticated. To do this, leadership must start collecting and analyzing a wider range of information about the organization, both about how it operates and how conditions are developing in your potential markets. To develop, document, implement, and monitor a strategic plan, strategic planning is vital for all organizations, irrespective of their size, available resources, and time commitments [38].

This is due to the ever-evolving nature of the business environment and related technologies, which regularly give rise to fresh risks and uncertainties. However, it is argued that strategic planning has fallen out of fashion in today's business community as other organizational and management concerns are now considered new tickets to organizational success [74]. Therefore, strategic planning often gets misunderstood and neglected in many organizations because it tends to be represented by extensive documents filled with complex strategies meticulously developed over months. Despite the significant effort put into developing these plans, they often end up gathering dust once they are acknowledged and filed away. Unfortunately, these plans are frequently left unimplemented by the various teams within the organizations, failing to achieve organizational objectives [57]. In the quest for organizational success, strategic planning and adaptation play pivotal roles in navigating the complexities of the business landscape. Strategic planning facilitates the establishment of clear objectives, efficient resource allocation, and the development of a comprehensive plan of action to attain the goals of an organization [27]. However, in today's dynamic and unpredictable environment, strategic adaptation is equally crucial, enabling organizations to respond effectively to changes and uncertainties. This paper explores the role of strategic planning and adaptation in achieving organizational success in today's business environment.

## 2. Literature Review

### 2.1. Strategy

In today's increasingly competitive business environment, organizations must constantly seek ways and strategies to stay ahead in their respective fields. Strategy is defined as formulating an enterprise's long-term goals and objectives and allocating resources and courses of action needed to achieve them [22]. Strategy involves determining a company's fundamental goals, devising action plans, and allocating resources accordingly [54]. Strategy is an organization's long-term direction and scope to gain a competitive advantage by effectively leveraging resources within a challenging environment to meet market needs and stakeholder expectations [46]. Strategy can also be defined as the organization's long-term plan, influenced by decisions and actions related to resources and scope, to gain a competitive edge compared to competitors and peers in a dynamic business environment [100]. Strategy is about shaping the future, representing an effort to achieve desired outcomes with available resources [58]. It serves as a guiding beacon for organizations, uniting all aspects of the business around a common focus.

Strategies manifest as patterns or models of decisions that reveal a company's objectives and guide the development of policies and plans necessary to achieve those goals [62]. These strategies also define the company's desired operational sphere, organizational culture, and the value it aims to deliver

to stakeholders. Strategic planning is the process by which organizations define their direction and make decisions on resource allocation to pursue their strategies [71]. It involves a comprehensive approach to ensure alignment with organizational goals and competitive realities. The strategic planning process includes a series of planning activities undertaken by firms to develop strategies aimed at enhancing organizational performance [94]. This process ultimately culminates in formulating a comprehensive strategy that guides the organization's actions and resource allocation to achieve its goals.

## 2.2. Strategic Planning

Strategic planning is the process by which an organization chooses its goal and strategy, establishes the programs required to accomplish particular goals along the way, and develops the procedures required to guarantee the policies and programs' implementation [8]. Strategic planning consists of the evaluation of the internal and external environments of an organization, the formulation of a vision and mission, the establishment of overarching objectives, the formulation and selection of general strategies to be implemented, and how to allocate resources to accomplish those objectives [42]. Strategic planning aims to ensure an organization's survival and effectiveness by ensuring its activities align with its environment [88]. Organizations must consistently monitor their internal and external environments for developments that may necessitate a review of current strategic and tactical plans or the formulation of entirely new ones. Strategic planning is the deliberate and systematic alignment of a company's core competencies with the available prospects in its selected business environment [38]. It is a process by which an organization conducts a thorough analysis of its internal and external environments, establishes a course of action that optimizes the firm's resources and capitalizes on opportunities in the environment, determines acceptable approaches to minimize external threats and weaknesses, determines suitable implementation strategies, and concludes with the establishment of measurement systems that the organization can effectively implement [83]. Strategic planning is centered around determining the course of action for a company and identifying the steps needed to improve its success.

Strategic planning is the art and science of formulating, implementing, and evaluating cross-functional decisions to guide an organization toward achieving its objectives [28]. It encompasses systematic analysis and creative insight, requiring managers to collect, screen, and analyze information about the business environment while assessing organizational strengths and weaknesses and defining clear, actionable goals [61]. These goals serve as the foundation for tactical and operational plans, ensuring alignment between strategic vision and practical execution [38]. Strategic planning is an ongoing process that leverages data and market insights to document the organization's intended direction, ensuring efficient resource allocation and alignment among stake-

holders and employees [49]. This process ensures that data and sound reasoning support the organization's objectives, prioritizes efforts, and allocates resources efficiently and effectively [27]. It also ensures that shareholders and employees are aligned with the organization's goals.

Strategic planning functions as a framework that establishes and implements the fundamental principles and justification for determining an organization's intended course of action. It also furnishes the criteria by which an organization can most effectively determine its course of action and methodology. Strategic planning is a systematic procedure that envisions and quantifies a more favourable future and identifies the most effective methods to attain the intended outcomes [50]. Strategic planning largely determines the effectiveness, integration, and balance of an organization's long-term and short-term objectives. Strategic planning is a clear and systematic approach to establishing a company's long-term goals, creating and assessing several strategies, and implementing a system to track the plan's outcomes [13]. It refers to a systematic procedure in which an organization determines its message, sets objectives, devises strategies, and formulates policies to effectively allocate resources to achieve these goals [63]. Strategic planning includes allocating resources, establishing priorities, and implementing necessary measures to achieve strategic objectives [37]. Strategic planning implies attempting to efficiently and effectively alter a company's strength relative to its competitors [68]. Strategic planning involves the deliberate and meticulous process of aligning a company's capabilities with the available opportunities in its selected business environment [38].

As a management tool, strategic planning aims to identify the opportunities and threats facing a company, its long-term goals, and the steps necessary to achieve those goals. An organization's mandate, mission, and values, as well as its internal and external environments, are examined. Then, strategic issues are identified, and plans, goals, and strategies to address these issues are developed [20]. In addition to assessing the organization's ability to achieve its long-term objectives, addressing possible external impacts, and developing techniques to promote the firm, strategic planning primarily focuses on these objectives [6]. Traditionally, strategic planning has been an annual activity, with organizations dedicating a few weeks or months before each planning period to outline their strategies. However, this approach has evolved into continuous planning processes in dynamic and fast-paced industries, particularly among startups. This shift enables organizations to swiftly identify emerging opportunities and make agile adjustments to capitalize on them [38]. Continuous planning improves responsiveness and enhances decision-making in volatile business environments [20]. The strategic planning process empowers managers to anticipate and effectively address changes in the external environment, such as new competitors, technological advancements, shifts in consumer demand, and evolving regulations [61]. As such, strategic frameworks must integrate flexibility to address

unforeseen disruptions while aligning with core objectives [49]. This adaptability is essential in ensuring businesses remain resilient and responsive to continuous shifts in their operational contexts, maximizing opportunity recognition and risk mitigation.

Therefore, applying strategic planning procedures in firms contributes to attaining defined objectives, generating superior outcomes, and enhancing organizational performance [88]. To ensure the success of this process, the company's managers must gather, assess, and analyze information about the company's business environment. They must also identify and evaluate the company's strengths and weaknesses and establish a clear mission for the company along with a set of attainable goals and objectives. These goals and objectives will be the foundation for tactical and operational plans [38]. Strategic planning methods are tailored to meet the individual requirements of a business [52]. However, this process should encompass the organization's vision and mission, environmental analysis, the establishment of objectives, and strategic analysis decisions. Consistent with the findings of [52, 69], the authors highlighted the need to conduct environmental and resource analyses, assess the need for strategy modification, make informed decisions, implement strategies, and exercise control.

### 2.3. Importance of Strategic Planning

The importance of business strategy lies in its ability to assess and address challenges faced by organizations. These challenges include the intensifying effects of globalization in various spheres of life, the rapid development of informatics that affects business operations, the intensifying competition at the local, regional, and international levels, and the emergence of knowledge societies [1]. It also extends to the dynamic regulations that influence the business environment. The strategic planning process involves the systematic analysis and flow of information to achieve specific goals. The main objective is creating and implementing plans that align with the organization's mission and objectives [70]. Strategic planning significantly impacts establishing a unified, future-oriented vision that integrates the organization and its stakeholders. This is achieved by ensuring everyone is informed about the company's objectives, the rationale behind their selection, and the actions they can take to achieve them. It promotes a heightened sense of accountability across the organization [27]. Strategic planning fosters adaptability and resilience by providing a framework for anticipating and responding to changes in the internal and external environment. Strategic planning is a requirement for sustained competitive advantage in organizations.

Strategic planning enables organizations to be more proactive in shaping the future than taking proactive actions by adopting more systematic, logical and rational methods to find strategic choices, thereby helping organizations formulate better strategies [30]. Strategic planning enables busi-

nesses to identify causes and solutions to problems, understand the operating environment, define the business's purpose, and clarify a business's ambitions, values, and resources [80]. The more a business practices strategic planning, the more stability it can create despite a dynamic environment. Strategic planning defines organizational goals, and KPIs can be determined at the organizational level, which can then be extended to business units and employees, ensuring that every level of the organization is aligned and can positively impact organizational goals and performance [27]. It helps define organizational direction, which enables the determination of objectives and goals that are as realistic as possible, and this facilitates consistency and stability in operations.

Strategic planning promotes clarity of business objectives, systematic information gathering, project prioritization, teamwork, environmental responsiveness, and effective communication of strategic intent to stakeholders [31]. It facilitates collaboration by creating a forum for discussing organizational purpose and shared values, fostering successful communication and teamwork, and driving meaningful change [7]. In addition, strategic planning enhances communication and engagement within the organization, ensuring stakeholders are well-informed about goals, priorities, and strategic initiatives. Improved communication between employees and supervisors clarifies objectives, mission, and vision, reducing resistance to change [93, 3]. Strategic planning is indispensable for organizations navigating complexity, uncertainty, and change. It serves as a roadmap for success, guiding decision-making and enabling the achievement of long-term objectives in dynamic and competitive business environments.

### 2.4. Components of Strategic Planning

Strategic planning is a process that begins with the establishment of organizational goals, the definition of strategies and policies to reach these goals, the formulation of strategies and policies to attain these objectives, and the creation of comprehensive plans to guarantee the successful implementation of these strategies and the realization of the intended results [86]. Strategic planning involves determining the specific planned actions that need to be taken, the timing and methods for carrying them out, the individuals responsible for the process, and the intended outcomes [71]. Strategic planning is defined by its systematic nature, as it is organized and implemented according to the recognized reality of the organization's environment. The first stage in developing competitiveness within an organization involves implementing strategic planning [76]. This allows for establishing an identifiable road map for the organization, regardless of its starting point, and for developing a strategic plan to accomplish its mission. The procedure begins with establishing the organization's vision and mission, which are scrutinized to determine the context for developing strategic imperatives. This analysis examines both internal and external factors. The

organization then formulates precise strategies consisting of strategic objectives, tactical actions, and action plans by implementing strategic planning.

#### 2.4.1. Vision Statement

Developing a vision statement is the initial stage of strategic planning. What an organization hopes to accomplish in the future is the focus of its vision statement [100]. It helps to shape an organization and provides it with purpose and direction. The essence of strategic planning underscores the necessity for the vision to be ambitious yet theoretically attainable, underscoring the pivotal role of establishing a compelling vision. Consequently, the leadership must establish the vision and be receptive to new concepts while remaining aware of the organization's susceptibility to uncertainty and disruption. [51]. An organization's future is defined by its vision statement. Vision statements generally articulate goals that inspire, motivate, and challenge people to achieve their full potential [100]. Organizations that possess a well-defined vision have a clear understanding of the goal and direction of their operations. As a result, they can effectively compete in all scenarios and adequately equip themselves to outperform their rivals [51]. A well-defined vision statement serves as the basis for formulating a thorough mission statement and addresses the fundamental inquiry of what we aspire to achieve in the future [28]. Accordingly, the vision statement articulates a long-term perspective, articulating the organization's desired position within the competitive landscape [21]. It should prioritize organizational philosophy, employee welfare, customer-centricity, market dynamics, self-concept, product portfolio, technological advancement, sustainability, profitability, and corporate image [91]. For all kinds of businesses, a clear vision is important, regardless of whether the vision is written or unwritten. However, the owners and managers should be well-known for their vision of organizations [51]. Effective business development management relies on strategic awareness capability, which encompasses recognizing and conceptualizing one's environment, identifying and interpreting global events, and formulating decisions that result in suitable actions [14]. Strategic planning serves as a conduit for translating senior management's vision into tangible long-, medium-, and short-term organizational goals, including those of internal stakeholders and the broader community [12].

#### 2.4.2. Mission Statement

The mission statement articulates the organization's purpose, defines its role, and defines the business in which it operates [12]. Organizational goals are based on a mission statement describing the mission's scope and providing greater detail. Its primary aim is to clarify the organization's fundamental purpose [100]. An organization's mission is to achieve a goal that gives it a distinct edge over its competitors by capitalizing on its strengths and taking advantage of chances that are not available to them [21]. Therefore, to

emphasize the organization's focus on competitive advantage, the mission statement is tailored to specify activities of the utmost importance. For managers and employees, the mission statement should serve as a guide for making decisions about the company's operational activities and the opportunities to pursue. It should be brief, typically no longer than one sentence, and clearly state what the firm does [38].

Furthermore, it should serve as a conduit for communication, fostering cohesion, guidance, and a conducive organizational environment [91]. Mission statements help organizations achieve their stated goals by outlining specific, measurable, and controllable objectives considering time, money, and performance [5]. A mission statement not only underscores the significance of strategic planning within the organization but also significantly influences organizational profitability, as evidenced by empirical studies highlighting its correlation with increased profitability [48].

#### 2.4.3. Core Values

Core values are the fundamental beliefs and guiding principles that shape the culture and direction of an organization. Organizational values are values that are being pushed forward by the management and have proven themselves to be a good foundation for the development of the organization [90]. These values are considered non-negotiable, apply universally to all members of the organization, and significantly influence both strategic planning and daily operations [44]. Organizational core values are deeply embedded within the organization's framework, acting as a compass that guides its decisions, behaviours, and long-term objectives [26]. They are often described as the "soul" of the organization, reflecting its enduring commitments and aspirations. An organization's strategy and operations are defined by its statements of corporate values, which convey the fundamental and everlasting 'principles' that control the firm [100]. Core values dictate the behaviour and interactions of individuals within the organization, providing a framework for decision-making and action that aligns with the organization's vision and mission.

#### 2.4.4. Environmental Analysis

In today's world, an organization's ability to adapt to changes in the business environment will determine its success, sustainability, or survival. Businesses are influenced by the environment in which they operate, and the success of any business depends on its ability to adapt to the environment [24]. The environment can be described as one of those forces outside the firms but over which the firms have little control, potentially affecting the organization's performance [39]. The environment is the source of information and opportunities the organization seeks, and scarce resources are available [35]. The environment creates opportunities and threats for organizations; as such, internal and external environments are essential components of strategic planning. The success of organizations is influenced by elements in the internal and external environment, such as character, organizational culture,

and business strategy orientation [64]. The significance of the external environment in shaping strategic planning is highlighted when considering many elements of the external market that impact the business, such as economic conditions, political atmosphere, and market trends [67]. Strategic planning serves as the roadmap for organizations to navigate and adapt to their external environment [11].

In addition, the environment plays a significant role in the strategic planning process, as it influences the company and consistently adapts and reacts within specific periods [67]. To ensure that the strategies of their organizations are in alignment with the external operating environment, organizational leaders must have an understanding and appreciation of this environment [51]. Competitive aggressiveness, a firm's inclination to actively and effectively challenge its competitors to establish and maintain a strong presence in the marketplace, can only be achieved by carefully analyzing the external business environment [56]. Organizations must prepare plans to cope with changes as they face dynamic environments, especially when such changes are unpredictable and may occur suddenly [72]. Despite the inability to predict the future perfectly, organizational leadership is important in analyzing environments carefully to anticipate and potentially leverage environmental changes [100].

Some commonly known tools for analysis are Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis and an environmental analysis to identify strengths, weaknesses, opportunities, and threats in an organization's internal and external environment. By identifying resources, core competencies, capabilities, and the competitive advantage of the organization, the internal environment analysis determines the strengths and weaknesses of the business. An external environment assessment is conducted by examining the sector's and competitors' resources in conjunction with evaluating opportunities and threats [79]. For all stakeholders to comprehend the strategy plan that resulted from the strategic planning process, the SWOT analysis facilitates group discussion regarding developing the firm's strategy and its strategic position. Another instrument is Porter's Five Forces analysis, which assesses the organization's competitive position and strength [32]. The five forces comprise the risk of new entrants, the threat of potential substitutes, the bargaining power of buyers and suppliers, and the level of competition among existing firms [75]. The environmental analysis assesses the industry's overall appeal by identifying external opportunities, threats, and factors that enhance or diminish that appeal [40]. Also, the Political, Economic, Social, Technological, Environmental, and Legal (PESTEL) analysis, a strategic tool for analyzing the broad macro-environment that impacts an organization, highlights six environmental factors: political, economic, social, technological, ecological and legal [100]. By gathering data and analyzing these factors, organizations gain a greater understanding of how to adapt their strategic plans and decision-making processes to the dynamic business environ-

ment. Environmental factors that are likely to significantly affect the success or failure of strategies and industries and sectors, as well as the potential for opportunities to arise, should be taken into account by the strategists of an organization [100].

#### 2.4.5. Strategic Goals, Objectives and Tactical Plans

In strategic planning, the organization's tactics are improved by adapting various strategies to ensure the attainment of the objectives. Strategic goals serve as a compass for all stakeholders, prompting the development of strategies to facilitate the achievement of those goals [92]. Objectives are the desired results of planned activities, which indicate the expected achievements and the specific conditions for their fulfilment. Objectives are defined as clear and specific goals that are usually stated in exact financial terms, such as sales level, profits, or share valuation, to be achieved within a specified timeframe, typically one, two, or three years [100]. The goals and objectives provide organizations with a strategic direction [87]. The importance of corporate objectives becomes apparent when one assesses the strategy formulation process, which entails examining the organization's desired outcomes and targets [73]. Strategic goals and objectives are specific performance targets that an organization must achieve to progress from its current state to the desired state outlined in its mission statement. These goals and objectives need to be clearly defined to enable tracking and evaluation of progress [38]. The achievement of an organization's mission should be facilitated by the attainment of its goals and objectives [99].

A brief description of the primary strategic goals and objectives should be captured in a strategy statement that attains the same level of familiarity among all managers and employees, just like the mission statement [38]. As such, it is essential for organizations that are seeking to improve their performance to have well-defined objectives, establish realistic time frames and standards for success, and foster an environment that encourages creativity and new ideas. An effective indicator of leadership competence within an organization is the capacity to articulate a clear strategy statement [100]. Such statements serve as a practical directive for employees and other stakeholders and aid managers in their decision-making processes.

Tactics can be understood as the procedural aspect of the process, specifying the steps to achieve the desired outcome, such as reaching the destination by adhering to the strategic roadmap. On the other hand, operations refer to the practical execution of these steps. Tactical plans should be formulated according to the organization's chosen goals and objectives, and operational plans should be devised to facilitate the implementation of the components of the tactical plans [38]. Strategic goals and objectives of a company can only be achieved if managers and employees at all levels adhere to tactical and operational planning.

## 2.5. Evaluation of Strategy

Strategy evaluation is essential in guiding an organization in its strategy implementation process. Strategy evaluation involves critically assessing the organization's activities and performance outcomes to compare actual performance with desired outcomes [99]. Examining the foundations of a company's strategy, comparing anticipated and actual outcomes, and making adjustments to guarantee performance aligns with plans are all components of strategy evaluation [47]. Periodic reviews of strategies, tactics, and action plans are vital for evaluating the success of the strategic planning process. Conducting performance evaluations on a yearly basis, or more frequently if possible, is of utmost importance to assess the effects of particular actions on long-term results and the vision and mission of the organization [78]. The organization must assess the current performance to the previously set expectations to determine if the planned action was affected by changes or events. Strategy evaluation should attempt to look beyond the obvious facts regarding the status of a business and instead appraise more fundamental factors and trends that influence business success [33]. Developing systems for continuously assessing the plan's effectiveness and detecting changes in the company's business environment is important. Monitoring ensures proper plan execution and reveals opportunities for enhancing the planning process.

Also, monitoring is the main way to determine if the plan and the organization's overall strategic goals and objectives must be adjusted. Data gathered from monitoring activities should be utilized as valuable input for the subsequent planning cycle [38]. Strategic planning offers a framework for anticipating and responding to changes in both internal and external environments. Organizations must continually review and adjust the strategic plan in response to internal and external changes while remaining adaptable and responsive to emerging opportunities, threats, and market dynamics. They should be prepared to modify strategies and initiatives accordingly.

## 2.6. Strategic Adaptation

In today's dynamic business environment, organizations encounter numerous challenges and opportunities, spanning technological advancements to evolving consumer preferences, necessitating continual adaptation to remain competitive. Adaptation refers to organizational leadership's proactive response to environmental cues and swiftly adjusting strategies based on feedback [82]. Adaptation is "the primary purpose of strategic management" [23]. It involves making strategic behavioural changes to ensure alignment between the organization and its external environment. It is important to customize planning processes tailored to each organization's unique characteristics and needs rather than a one-size-fits-all approach [86]. Fundamentally, environmental conditions dictate the ongoing adjustments that organizational leadership must undertake concerning the organiza-

tion's strategy and structure [81, 34, 10]. In turbulent environments, organizations rely on adaptive strategies to facilitate timely and relevant adjustments [82], entailing a proactive stance in monitoring and evaluating the effectiveness of strategic initiatives, identifying areas for enhancement, and making timely adjustments to sustain competitiveness.

### 2.6.1. Strategy Flexibility

Flexibility is essential in adapting strategic planning to the dynamic needs of an organization. Changes in the business environment lead to changes in consumer needs, the intensity of competition, crises, and enhancing technological developments, which require businesses to have several strategies and policies to deal with uncertainty and change [89]. Traditional strategic planning approaches often involve rigid, long-term plans that may become outdated quickly in a rapidly changing environment. In their study, [95] investigated the relationship between various strategy development methods and organizations' growth. It was found that implementing adaptable methods for forming strategies has a positive effect on the growth of an organization, particularly in terms of accelerating the sales growth rate. Strategy flexibility is a long-term flexibility that emphasizes the ability of a business to identify, formulate and manage various choices of strategies in the face of change and uncertainty [15]. Flexibility in planning refers to an organization's ability to modify its organizational strategy or formal strategic plan in reaction to changing opportunities and threats due to environmental changes [16, 29]. It involves regularly reviewing and updating the strategic plan based on new information and shifts in the market. As a result of environmental changes, flexibility enables organizations to pursue "unanticipated" prospects. This ultimately improves the organization's performance by allowing it to swiftly adapt strategies to take advantage of these opportunities [29]. Strategic flexibility refers to an organization's ability to recognize external environmental changes and deploy resources to take timely and immediate action [84]. Strategic flexibility impacts a business's ability to adapt to change and influences business innovation and knowledge management performance [15]. By maintaining flexibility, organizations can better respond to emerging opportunities and challenges, thus enhancing their overall adaptability and resilience.

### 2.6.2. Participation in Planning

For strategic planning to be effective and meaningful, active and enthusiastic participation from various levels of management within the organization is essential. This ensures that the planning process benefits from a wide range of experiences and insights and that plans are formulated based on comprehensive and up-to-date information about the organization's operational activities and market conditions [38]. Strategic planning should not be confined to a small group of senior executives but should involve input from employees at all levels of the organization. Studies suggest that employee

participation fosters a sense of engagement and enables them to make decisions within the established process framework. This redistribution of decision-making authority from top management to participants leads to heightened employee commitment, stemming from a feeling of ownership over the planning process [19]. The analysis of input from employees at all levels of the organization improves the effectiveness of strategic planning methods [53]. Senior management should promote participation in the strategic planning process among lower-level managers and all other employees within the organization. Organizations should promote employee participation in the strategic planning process by engaging as many employees as possible to participate actively [60]. This participative approach is critical for "aligning diverse perspectives and ensuring collective action towards long-term organizational goals" [85]. This approach ensures efficient coordination among employees and departments by minimizing gaps and overlapping activities.

Employees at all levels of the organization have valuable insights and perspectives that can help shape the strategic direction of the business. A wider involvement of employees leads to the development of an effective and more knowledgeable workforce [96]. Breaking down silos by involving employees from various departments and levels creates a unified vision and improves the inclusivity and applicability of strategic goals [43, 97]. When employees' ideas are actively encouraged and utilized, it demonstrates trust in their capabilities, resulting in increased innovation and inspiration. Being included in the process of strategic planning helps employees develop a clearer understanding of how their productivity is linked to rewards, which in turn boosts their motivation [70]. Therefore, resistance to organizational change can be minimized by implementing an interactive strategy formulation process [9]. This process includes involving decision-makers and staff in a systematic analysis and decision-making process for developing strategies. By engaging every stakeholder in the planning process, organizations can access a wide array of viewpoints and experiences, thereby enhancing the strategic plan's quality and alignment with the organization's needs.

### 2.6.3. Strategic Environmental Scanning

A strategic environmental scanning process is now more important than ever in a dynamic business environment where technological advancements, regulatory changes, and shifting consumer behaviours can significantly affect an organization's success. Environmental scanning refers to the process of gathering and utilizing data related to relationships, occurrences, and trends in the external environment of an organization [25, 2]. Such information would be instrumental in informing management's strategic decision-making for the future. Environmental scanning provides organizations with valuable insights into potential threats to their operations and advantageous opportunities [18]. This enables them to develop strategies that align with

the prevailing environmental conditions. Organizational leadership should analyze the company's internal strategic factors, specifically its strengths and weaknesses, to assess its ability to leverage current opportunities and manage potential threats [45]. Organizations perform environmental scanning to gain insight into the external forces that cause change and to develop effective plans to maintain or enhance their future standing. Various external and organizational factors influence environmental scanning. External factors include environmental turbulence and resource dependency, while organizational factors include the nature of the business and the pursued strategy. The information's accessibility and quality of data are also important considerations. Personal factors like the scanner's knowledge or cognitive style can also impact environmental scanning [98, 17]. Alignment between environmental scanning and strategy is crucial, as the information gathered from scanning must be efficiently utilized in the strategic planning process. Scanning plays a crucial role in the strategic planning process of an organization, enhancing its capacity to effectively respond to and execute changes in reaction to external factors [65]. Organizations can proactively adjust their strategic plans to capitalize on new developments and mitigate potential risks by continuously monitoring the external environment and identifying emerging trends and opportunities.

## 3. Conclusion

In today's fast-paced and volatile environment, organizations must be agile and responsive, ready to adjust their strategies in light of new information, emerging trends, and unforeseen disruptions. Organizational success hinges on the synergy between strategic planning and adaptation, enabling firms to navigate evolving dynamics and unforeseen disruptions to achieve their goals [6]. The ability of an organization to implement its strategic plan to its completion has become an uphill task. As such, most organizations that steadfastly stick to their strategic plan realize that attaining organizational objectives without adaptation is a mirage, given the significant influence of factors such as culture, technology, education, and globalization. Strategic planning provides the framework for defining objectives and formulating strategies, while strategic adaptation enables organizations to respond effectively to changing circumstances and uncertainties. Consequently, achieving organizational goals requires a dynamic and integrated approach combining strategic planning and adaptation.

Strategic planning lays the groundwork for organizational success, providing clarity, direction, and alignment across all levels [57]. While strategic planning is not the sole determinant of organizational success, numerous studies have demonstrated that companies that engage in strategic planning are more successful [71]. Building on organizational strengths and capitalizing on opportunities while addressing or reducing threats and weaknesses is essential for an effective strategic

plan [47]. An organization's capacity to compete, grow, and improve performance depends on its strategic planning process, which depends on its ability to anticipate and respond to market trends and customer demands [5]. This ultimately drives the firm's growth in revenue, market share, expansion into new locations, and the attraction of top talent while also developing efficiency in achieving its strategic goals and objectives. In addition, well-planned adaptation strategies are important in an organization's survival and capitalizing on the external environment in today's competitive milieu [82]. Adaptation strategies, such as strategic flexibility and environmental scanning, empower organizations to navigate market uncertainties effectively. Involving diverse perspectives in planning ensures stakeholder alignment, while environmental scanning enables timely adjustments to strategic plans. These elements empower organizations to capitalize on opportunities and pursue organizational goals amidst dynamic competition. Therefore, combining strategic planning with adaptation fosters a dynamic and integrated approach, enhancing agility, resilience, and competitiveness. By integrating these processes, organizations can drive sustainable growth and success in the ever-changing business environment.

## Abbreviations

|        |  |
|--------|--|
| KPI    | Key Performance Indicators                                       |
| PESTEL | Political, Economic, Social, Technological, Environmental, Legal |
| SWOT   | Strengths, Weaknesses, Opportunities, Threats                    |

## Author Contributions

Rachel Konyefa Dickson is the sole author. The author read and approved the final manuscript.

## Conflicts of Interest

The author declares no conflicts of interest.

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