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TOOLS DEVELOPMENT FOR CONTROL OF THE ORGANIZATIONAL DEVELOPMENT STRATEGY IMPLEMENTATION

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Abstract. The article is devoted to the theoretical and practical aspects development of the rationale for the methodological tools use to control the organization's development strategy implementation. Strategic control is an integral part of strategic management in modern conditions, providing the process with information and analytical tools for decision-making. In addition, the proactive function of monitoring the strategy implementation helps to prevent negative consequences associated with the risks of strategic management. This study discusses the tools used at various stages of strategic control, as well as models that are the basis for creating an effective system for monitoring the development strategy implementation. The authors have developed indicators with a methodology for their evaluation for each strategic goal and for each of the projections: finance, customers, internal business processes, innovation, education and development. Further, the risks were identified according to the same projections. On this basis, methodological control tools based on the synergy of the balanced scorecard model and the expert methodology for risk assessment are substantiated.

The proposed method for monitoring the strategy implementation allows, through risk assessment, to determine the central threats to the strategy implementation. The results of the study were tested on the example of an enterprise operating in the metal structures production market.

Keywords: organization development strategies; strategic control; control tools; balanced scorecard; expert methods; risk assessment.

JEL codes: L21; L25; L29.

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