

STRATEGIES IN EMERGING ENTREPRENEURIAL CULTURE IN THE GLOBAL ARENA: CHALLENGES & OPPORTUNITIES

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ABSTRACT

Strategies are the pillars of a workable future. Synergizing our energies into positive action pools through effective goal setting that link to measurable, specific, targeted and time-sensitive values will pay huge dividends as we strive to achieve strategic plans.

Strategic intent plays an important role, especially in times of turmoil, where decision-making has to be done under uncertainty and risk. The organizational direction is based on effectively strategizing with prior mapping of the terrain so as to be safeguarded from pitfalls and calamities. Sustaining the enterprise, sustaining the action-plan and translating it into practicality is a proposition that calls for trust, for optimizing productivity, synergizing resources and cushioning against risk.

A survey by Industry body CII states that India needs to move away from the 'one size fits all' approach and needs to devise potent retention strategies tailor-made to suit today's youth.

Greater national and global opportunities beckon Indian youth today. Simultaneously, the need for stronger retention strategies heralds newer methods, plans and policies to sustain and develop the talent pool. Enterprises need to tailor their business priorities so as to retain the talent pool, said the CII survey on Generation Next workforce.

KEYWORDS: Positive Action Pools, Time-Sensitive Values, Strategic Intent, Mapping of the Terrain, Sustaining, Retention Strategies.