

Effective workplace interaction is key

Story: Samuel Doe Ablordeppey & Bella Frances Nkansah

AC CORPORATE lawyer and management consultant, Mr Elikem Nutifafa Kuenyehia, has advised corporate bodies to institute effective communication channels at the workplace to ensure the successful attainment of corporate objectives.

He said although corporate bodies spent huge sums of money annually on developing strategies, these did not often yield the desired results.

Mr Kuenyehia, the Managing Partner of Oxford and Beaumont Solicitors, a corporate law firm in Accra, was speaking at a management forum organised by the British Council in Accra on the topic: 'Uncommon Practices - Strategy that Works'.

Broadly speaking, he said, the companies that succeeded were those that implemented uncommon practices and went the extra mile to ensure that interests of all stakeholders were factored into their strategies.

• *Kuenyehia advises corporate bodies*

"A company's development strategy should include all workers irrespective of their status since there is the need for collective co-operation from all departments," he added.

He referred to a study in the United States which showed that about 63 per cent of companies were unable to achieve their strategic objectives because they sidelined stakeholders and said the situation in Ghana could be worse.

In Ghana, it was found that companies spent an estimated \$163 million developing strategies yet the international study posits that 63 per cent of companies failed to achieve their strategic goals.

That, he said, was because of "disproportionate focus on developing the strategy. They build too much drama around building of strategies."

Mr Kuenyehia, who is also an adjunct lecturer in entrepreneurship at the Ghana Institute of Management and Public Administration (GIMPA), also mentioned some common practices as those

that were built around chief executive officers, executive and middle-level managers, and said sometimes people within the organisation relaxed because the system rewards, instead of punishing bad attitude to work.

He enumerated some of the uncommon practices as those that have people as the epicentre and are built around fun and passion.

The management consultant suggested that it was prudent for companies to have an effective human resource department so that they could promote good ideas and provide feedback to achieve the targets.

He urged companies to make their customers the pivot of their institutions and ensure that decisions were based on customer insights to give them maximum satisfaction.

Mr Kuenyehia also advocated the imposition of term limits for board members to ensure that the boards often consisted of a blend of fresh minds and ideas, and people with experience.

Standard Bank highly rated

From the Business Desk

THE Standard Bank Group, which operates in parts of Africa as Stanbic Africa Holdings, has been ranked as the leading bank group in Africa and in sub-



Aquatro introduces new products

Story: Kingsley Asare

AQUATRO International Ghana Limited (AIGL), distributors of water purification equipment, has introduced a new range of water purification machines onto the Ghanaian market.

GHANA INCORPORATED

Ghana Inc. takes rest but...

By C.S. Buabeng

OUR beloved company Ghana Incorporated has made some progress over the years, especially in the era of democratic dispensation.

It is rather unfortunate that many who criticise do so through the political lens. It is either the Kukrudites or the Akatamansions and so if there are serious issues that need to be discussed, politics takes the greater part of the time.

It is my plea that members of Ghana Inc. change the trend of taking up issues. We need to confront them along professional and realistic lines devoid of the emotions that mark discussions.

Undoubtedly, there has been marked improvement in the freedom of expression so much so that many of us thought governance was being done through the airwaves.

Our directors are called to speak on an issue when they are going to the bathroom. Nevertheless, they respond.

It is important that our town criers identify many who have distinguished themselves in various areas of endeavour but do not wear the political jersey to give their candid opinion and suggestion on issues that confront us such as the energy crisis.

We certainly have the men who are ready to help in that direction and we must prevail on them to do just that for the good of our company.