

Deploy a strategy or policy in a food and drink business

Overview

This standard is about the skills and knowledge needed for you to deploy a strategy or policy in a food and drink business.

Deploying a strategy or policy in a food and drink business is important in ensuring key decisions around the direction of the business, its objectives and responsibilities are followed through to practical outcomes and guidelines.

You will need the skills and knowledge to prepare to deploy a strategy or policy, communicate and ensure the strategy or policy is implemented to organisational requirements and standards. You will also need the skills and knowledge to obtain and deliver feedback on the implementation process.

You will need to know and understand the origins of ethical and social responsibility, how it affects the operation of a food and drink business, consumer choices and its overall effect on the success of the business.

This standard is for you if you work in food and drink operations and/or supply operations and are involved in deploying organisational strategy and policy in a food and drink business.

Performance criteria

You must be able to:

Prepare for direct strategy or policy implementation

1. confirm the key objectives of the strategy or policy
2. draft the plans for strategy or policy implementation
3. discuss the impact of the implementation plans on productivity, quality, compliance or other areas of the food business
4. agree the plans with relevant colleagues and any key stakeholders
5. determine the resources and timescales available to ensure implementation of the strategy or policy
6. confirm the availability of resources for implementation

Implement and manage strategy or policy

7. brief relevant colleagues on your plans and their roles and responsibilities for implementation
8. provide on-going support, encouragement and information to manage implementation
9. confirm processes and resources are available to address potential problems arising from implementation of a strategy or policy
10. implement the strategy or policy, selecting and applying a range of management tools and techniques
11. monitor, control and review progress of the implementation
12. communicate progress to relevant colleagues at regular intervals
13. identify any required changes to the strategy or policy
14. inform the relevant colleagues of any changes and adjust resource requirements as necessary

Monitor the strategy or policy deployment

15. evaluate the success of the deployment of a strategy or policy in a food and drink business
16. assess the impact of the strategy or policy on colleagues
17. assess the impact of the strategy or policy on organisational productivity, quality, compliance and other requirements of the food and drink business
18. obtain and give feedback on the deployment process and its impact on the food and drink business

19. review the value of your contribution to the deployment of the strategy or policy

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Knowledge and understanding

You need to know and understand:

1. how to access and review the strategy or policy requiring deployment
2. why it is important to determine the resources required to deploy a strategy or policy across a food and drink business and how to do this
3. the importance of ensuring processes and resources are available to address potential problems and how to address such problems
4. the communication methods available to aid deployment of a strategy or policy across a food and drink business
5. the people across the food and drink business with whom you need to communicate the strategy or policy
6. the organisational management tools and techniques available to implement the strategy or policy
7. how to determine the processes and systems by which the strategy or policy can be implemented
8. how to develop plans and timescales for the deployment process in a food and drink business
9. why it is important to keep relevant people up to date on the progress of the implementation and how to do this
10. why it is important to provide feedback to relevant people on the content of the strategy or policy
11. the actions required if changes are needed to the food and drink business strategy or policy
12. why it is important to evaluate the success of the deployment process including its impact on colleagues, organisational productivity, quality and compliance requirements
13. how to provide and receive feedback on the deployment process including your contribution to the process
14. the definition of social and ethical responsibility and the differing ways this term can be interpreted across different sectors and areas of the food industry
15. the origins of corporate social responsibility (CSR) and how it has impacted on the local, UK and international food industry
16. the key areas of social and ethical responsibility that influence the food and drink industry
17. how social and ethical responsibility influences decision making and operations across a food and drink business

18. how environment, people, animals, politics and sustainability issues affect consumer food and drink purchasing choices
19. how the way a food and drink business operates or is perceived to operate can affect consumer choices and therefore affect the commercial success of the food and drink business
20. the key differences between a food and drink commodity market and a service based market, the factors affecting each of these markets and how they influence social and ethical responsibility decision making in the operation of a food and drink business

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