

The impact of leadership and strategic planning on management performance of SME's in the built environment

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Abstract

This study investigated and established the impact that leadership and strategic planning management functions have in improving small and medium-size enterprises' (SME's) performance. The primary objective was to establish the extent to which SME's in the construction industry in the study area utilise leadership and strategic planning to enhance continuous improvement in management performance. Primary data were collected from 326 respondents through the use of structured interviews. These respondents were from 64 randomly selected SME's in the built environment. The findings show the need to educate SME owners/managers on the use of appropriate management measurement tools and to strengthen the implementation of the leadership and strategic planning functions in order to improve SME's' management performance. These findings suggest that specific management function-focused courses should be designed and implemented. Rewards of SME's that show signs of continuous improvement should be introduced.

Keywords: Built environment, leadership, performance management, small business, strategic planning

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