

# Effect of Organization Mission on Implementation of Strategic Plan in County Governments in Western Region, Kenya.

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## Abstract

**Purpose:** To determine the effect of organization mission on implementation of strategic plan in County governments in western region, Kenya

**Design:** This study employed descriptive and correlational research designs. The population for this study comprised of employees in the county headquarters offices in the three categories of lower level, middle level and top level management totaling to 802 employees of which 267 computed by Yamane formula. The study used stratified simple random sampling. The primary research instrument for this study was a structured questionnaire. Pilot was done at Trans Nzoia County. Validity was tested using expert opinion and factor analysis. Reliability testing was done using Cronbach's alpha. The research utilized a mix of descriptive statistical methods, like frequencies, percentages, mean, and standard deviation along with inferential statistics such as correlation and regression analysis. Data was shown in the form of tables.

**Findings:** Mission had a positive and significant effect on Strategic plan implementation ( $\beta=0.712$ ,  $p=0.000$ ).

**Value:** The study recommends that county government management should formulate attainable goals that can easily be achieved hence making implementation realistic. The employees of County governments once involved in decision making and participation in key activities would at the end avoid cases of conflicts at work.