

**Influence of Turnaround Strategies On Organizational Performance of County Governments In Kenya**

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**Abstract**

This study sought to establish the influence of turnaround strategies on organizational performance of county governments in Kenya. It focused on technology advancement, capacity building, restructuring turnaround, collaboration and resource mobilization strategies. The specific objectives are to determine the influence of technology advancement strategy on organizational performance of county governments in Kenya. To investigate the influence of capacity building strategy on organizational performance of county governments in Kenya. The influence of restructuring strategy on organizational performance of county governments in Kenya. Examine the influence of collaboration strategy and organizational performance of county governments in Kenya. Establish the moderating influence of resource mobilization on the relationship between turnaround strategies and organizational performance of county governments in Kenya. This study was anchored on five theories:- diffusion innovation theory, learning organization theory, agency theory, contingency theory and resource-based view theory. These theories focus on strategies that facilitate turnaround and organizational performance. This investigation utilized positivism research theory. It embraced engaging and quantitative exploration plan. The study was conducted in 8 counties in Kenya. The target population was 282 respondents. The total sample size was 192 respondents. Primary data was collected using structured questionnaires, while data was generated using SPSS version 22. The study conducted various tests including normality test, multicollinearity, stationarity, heteroscedasticity and autocorrelation tests. Test of hypothesis was done at 95% confidence interval. This study conducted correlation and regression to weigh the influence of the independent on the dependent variables. The study found that technology advancement strategy significantly influences organizational performance of county governments in Kenya; capacity building strategy has positive significant influence on the organizational performance of county governments in Kenya; restructuring strategy positively influences organizational performance of county governments in Kenya; collaboration strategies positively influences organizational performance of county governments in Kenya and resource mobilization has significant influence on the relationship between turnaround strategies and organizational performance of county governments in Kenya. The study recommends county governments to embrace more advanced technology and use it in its daily work to enhance efficiency and productivity. The counties should provide career progression opportunities to its employees; this would improve employee satisfaction and therefore improve their performance which in turn results to overall organizational performance of the

county government. Counties should embrace more use of restructuring strategy; this would form the basis to adoption of other turnaround strategies. County governments should ensure that they incorporate value creation competency and activities in the organization strategies. The study recommends the counties to embrace resource mobilization more since some counties were found to be ineffective in resource mobilization; this would start by first identifying the resources needed. This study recommends policy formulation on turnaround strategies and the procedures that should be followed when implementing these strategies.

**Key words:** turnaround strategies, organization performance, companies