

This study analysed factors that influence successful implementation of strategies in select public sector firms within the publishing industry in Kenya. The study sought to establish among other factors, whether organisation structure, leadership, communication and control influence successful implementation of strategies in the selected companies. The results of this study will be useful to top management and staff in the public sector in future implementation of strategies, The Government and stake holders in the public sector in future policy formulation and other researchers because of the body of knowledge added to the subject of strategy implementation in the public sector.

This was a descriptive study that targeted two state corporations operating in the publishing sector. A stratified random sampling method was applied with the aim of reaching at least 20 % of the target population. The response rate achieved was 15% which is adequate for this kind of study. Data was collected using a questionnaire that was sent to the respondents on a drop and collect later basis and the responses analysed with the assistance of Statistical Package for Social Sciences (SPSS).

The results of the study indicate that the target organisations had appropriate organisation structures, good leadership and appropriate change management processes, adequate communication and reasonable control framework that have contributed to successful implementation of their strategies.

The researcher recommends the provision of adequate resources, more staff sensitisation on responsibility for implementing strategies, adoption of a more consultative style of management, empowerment of staff, increased motivational levels for the staff, reduction of Government involvement in running of state corporations, improvement of communication methods and review of the reward systems in the public sector.

Further research should be done to investigate the effect of performance contracting, Government involvement and the reward systems on the performance of public sector firms in Kenya.