

# **Effect of Strategic Direction on the Performance of Technical Training Institutions in Meru County, Kenya**

Prof. George Mungiria Muthaa  
Department of Education  
Chuka University

Dr. Muathe SMA (PhD)  
Department of Business Administration  
Kenyatta University

## **ABSTRACT**

Organizational performance is important in justifying its existence and resources allocation. To enhance performance, strategic direction has been identified as useful in promoting organizational performance. For Technical Training Institutions to achieve their core mandate in human resource training, the Government has emphasized on their development and implementation of strategic plans. Technical Training institutions have been operating with strategic plans for at least the last ten years; however no systematic study has been carried out to investigate the influence of these strategic plans on the performance of the institutions. The current study sought to investigate the effects of the strategic direction on performance in respect to enrolment, resources, quality and efficiency. The study used the cross sectional descriptive survey research design. Questionnaires were used for data collection. Instruments were tested for reliability by use of the cronbach's alpha and a correlation coefficient of 0.75 was obtained. Validity of instruments was ensured by use of peer reviewers and research experts. The researchers personally administered the instruments thus leading to a high return rate. Data was analyzed by use of both descriptive and inferential statistics including frequencies, percentages, means, correlations and the regression analyses and presented by use of tables and figures. The study established that the strategic direction had significant influence on the performance of technical training institutions. The introduction of the government policy as a moderating variable improved the model on organizational direction. The study recommends the alignment of the institutional philosophy, priorities, innovations and collaborations to the institutional strategic direction which could improve the performance of Technical Training Institutions.

**Keywords:** Effect, Strategic Direction, Performance,