

# **Organizational Mechanism of Effective Design and Implementation of Investment Projects**

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**Abstract:** The paper explores the main provisions of the method for combined application of strategic planning, investment planning and business modeling in the design and implementation of investment projects at an industrial enterprise. The study showed that the investment policy must be built within the framework of the overall development strategy of the company. Failure to observe this condition even if the company performance improves will inevitably lead to the growth of imbalances in its development, and the occurrence of the so-called "organizational pathology". It is expedient to start investment projects on the basis of the developed strategy, strategic initiatives, and investment programs. Only in this case a company can ensure their compliance with the long-term interests of the company and their trouble-free implementation. In turn, the translation of strategic initiatives and investment programs into the terms that are used by planning department of the company requires the use of modern tools of business planning, investment planning and project management. The implementation of any investment project inevitably entails making appropriate adjustments to the business model. At the same time, top priority should be given to rational changes in the main elements of the business model, and interconnected transformation of these elements in accordance with a specific technology.