

CHARACTERISTICS OF STRATEGIC DECISIONS & ELEMENTS OF STRATEGIC MANAGEMENT

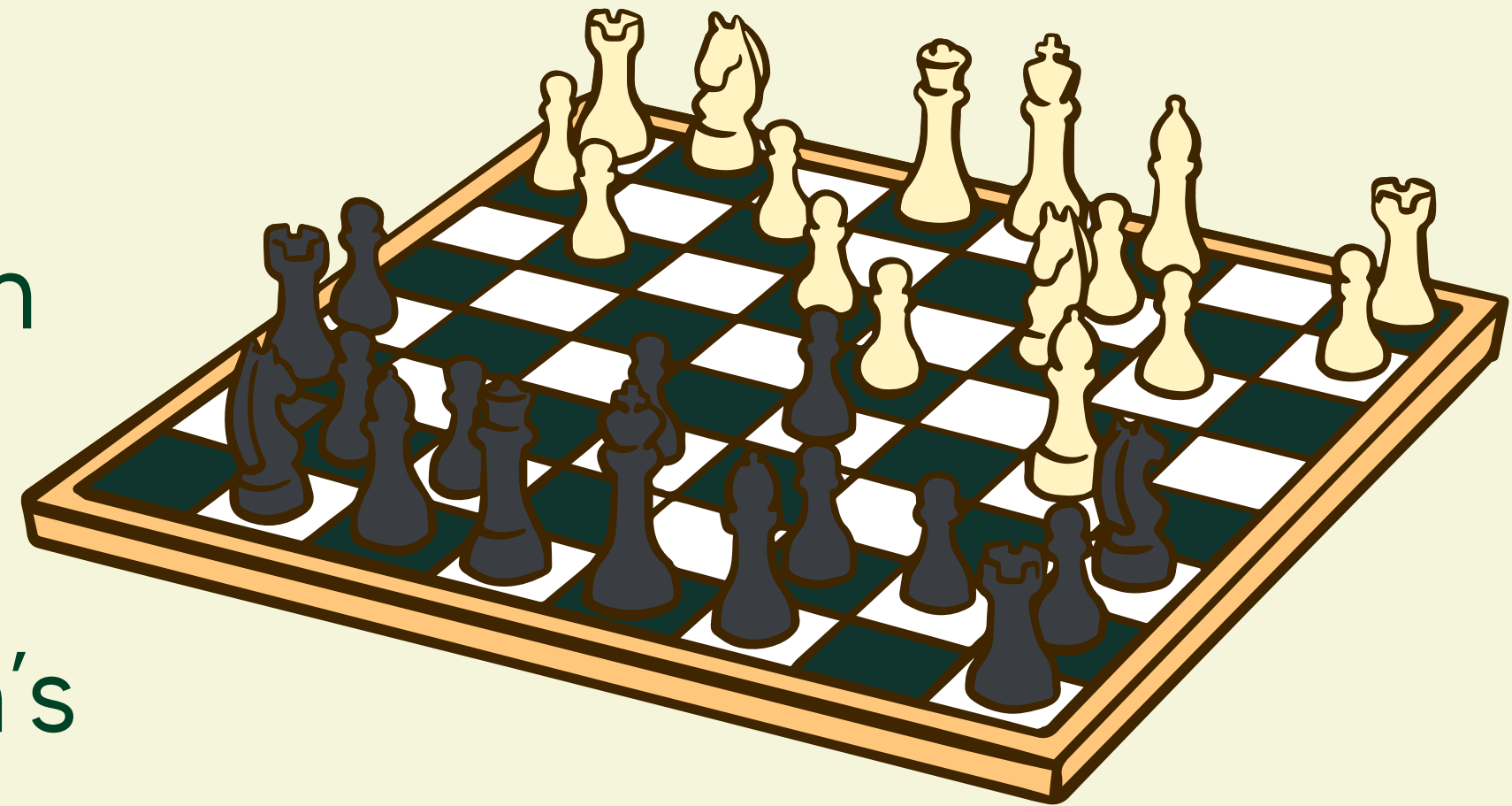


Presenters :

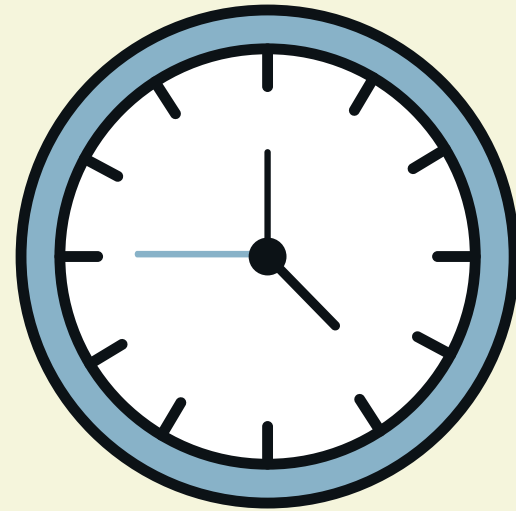
- Jaya Sapkota - Rikshal Shrestha

STRATEGIC DECISIONS

- High-level choices that shape an organization's long-term direction.
- Influence the entire organization's strategy and operations.



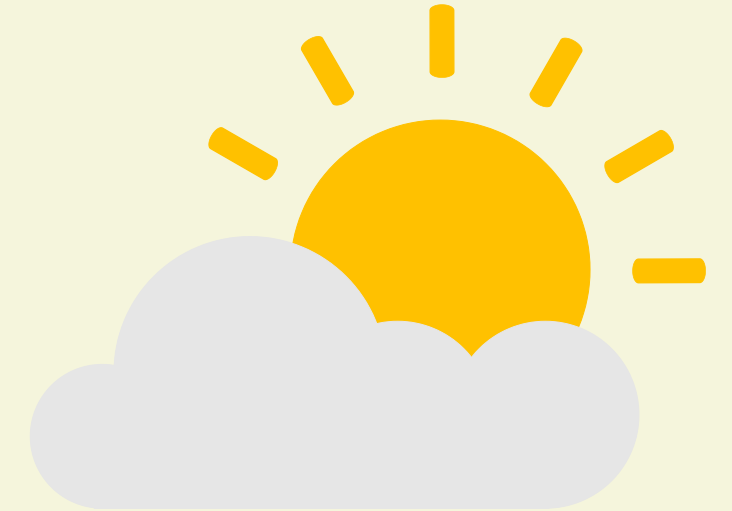
CHARACTERISTICS OF STRATEGIC DECISIONS



Long-term Focus
Affects the future
of the
organization.

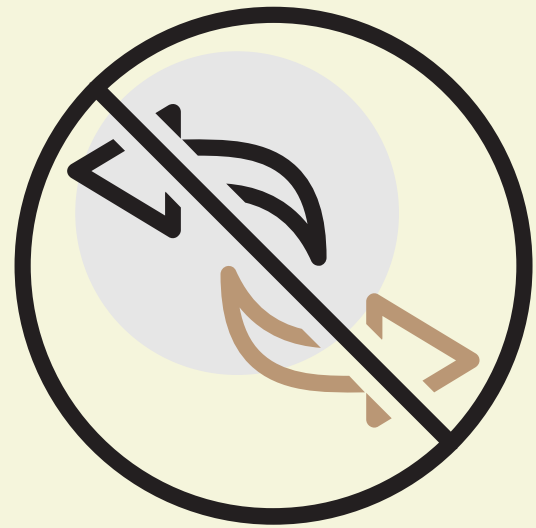


Complexity
Involves multiple
interrelated
factors.



Uncertainty
Made under
unpredictable
conditions.

CHARACTERISTICS OF STRATEGIC DECISIONS



Irreversibility

Difficult to reverse without significant costs.



Resource Commitment

Requires substantial investment.



Competitive Advantage

Aims to sustain market position.

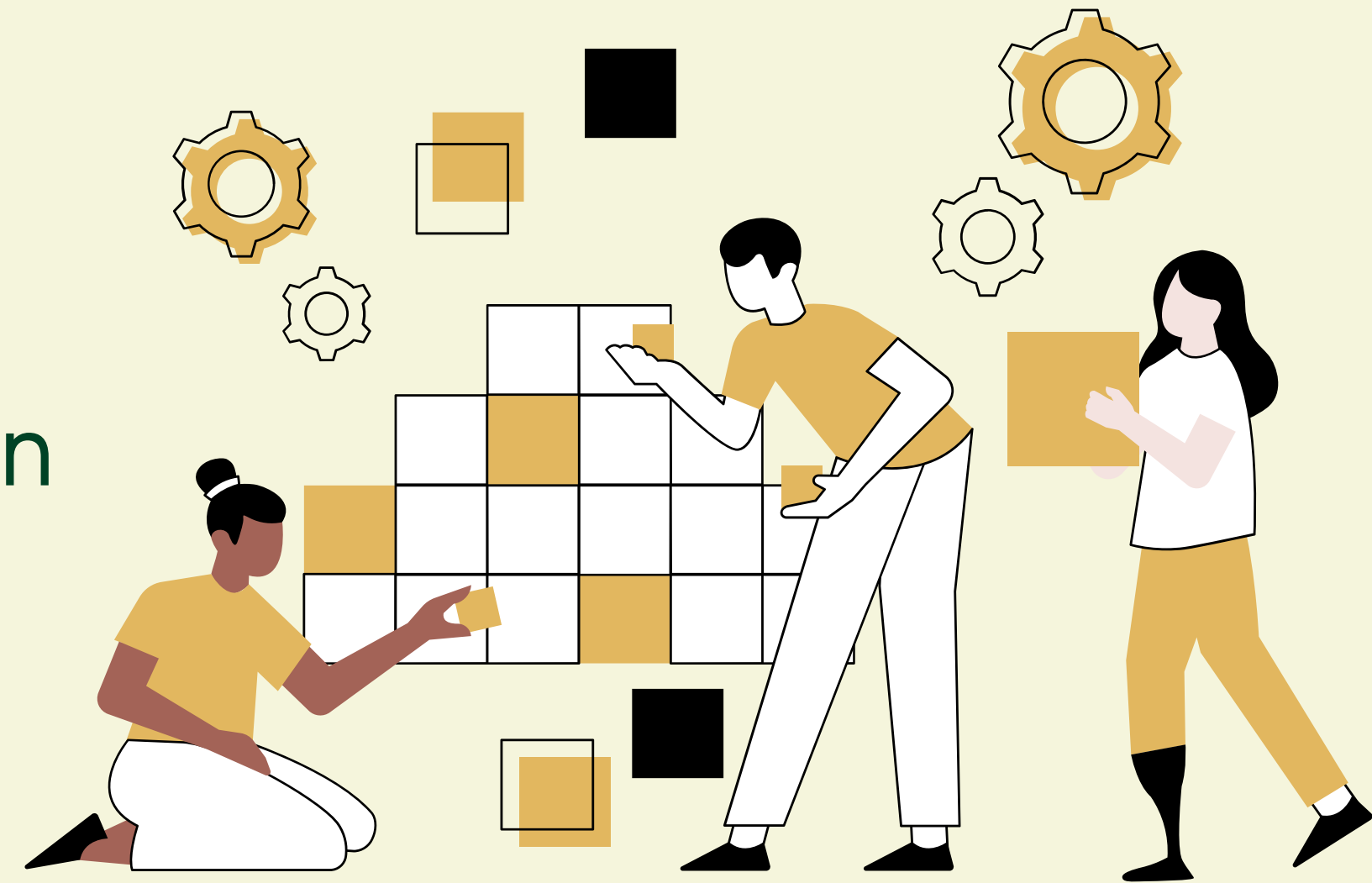


Organization-wide Impact

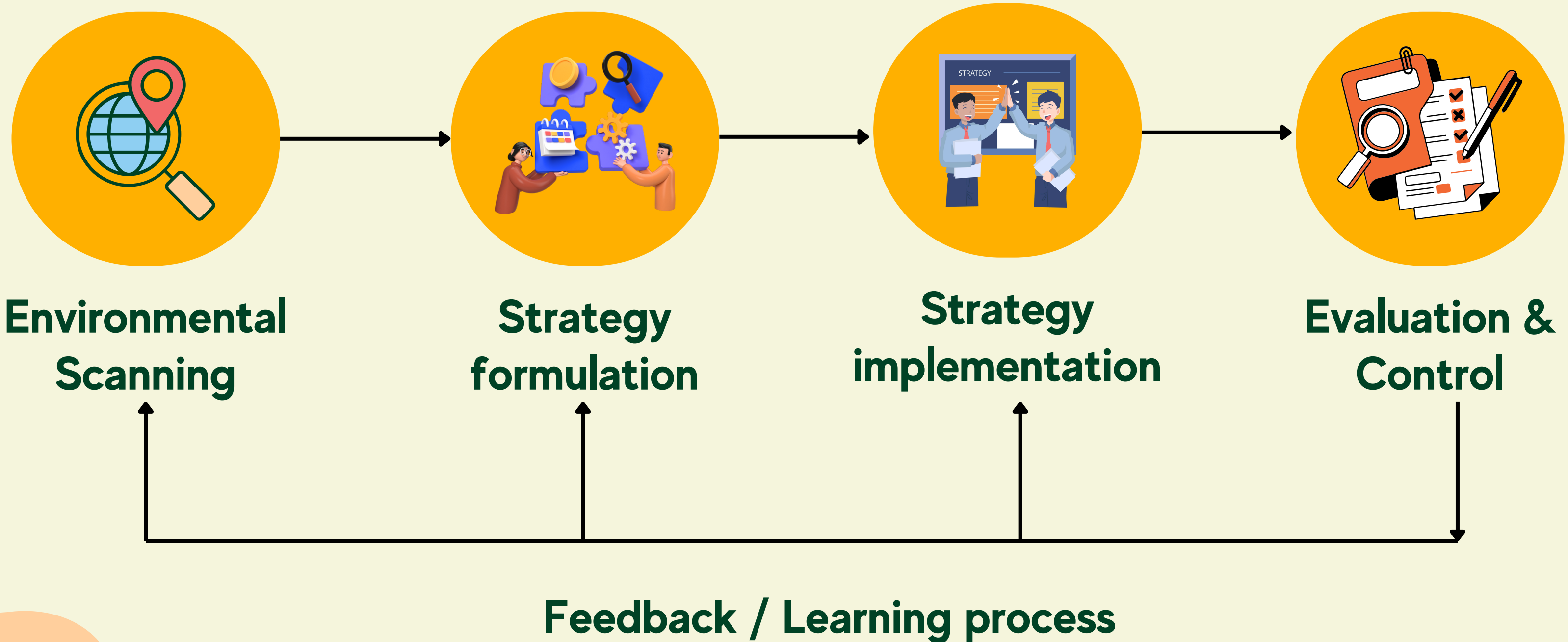
Affects the whole organization.

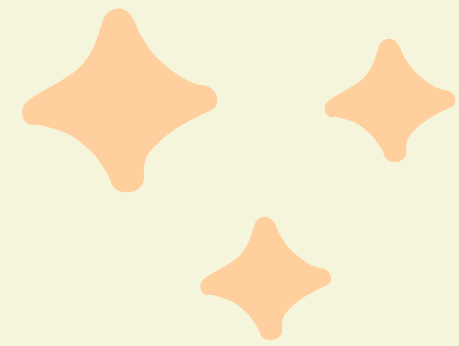
STRATEGIC MANAGEMENT

- process of developing and implementing plans to achieve an organization's long-term goals and objectives



ELEMENTS OF STRATEGIC MANAGEMENT






1. ENVIRONMENTAL SCANNING

- Process of monitoring and analyzing both the internal and external environments of an organization to identify opportunities and threats.
- Involves gathering and evaluating information.
- Tools used : 1. SWOT Analysis
2. Porter's Five Forces



2. STRATEGY FORMULATION




- Process of developing and selecting strategies that will enable the organization to achieve its objectives.
 - Includes defining the corporate mission, specifying achievable objectives, developing strategies, and setting policy guidelines.
 - Purpose :
 1. Create a clear roadmap.
 2. Align the organization's resources and capabilities with its goals.
- 



3. STRATEGY IMPLEMENTATION




- Process of putting the chosen strategies into action through the development of programs, budgets, and procedures.
 - Involves allocating resources, organizing activities, and motivating employees to achieve the strategic objectives..
 - Purpose :
 1. To translate strategic plans into concrete actions.
 2. To ensure that the organization's resources are used .
effectively to achieve its goals.
- 



4. EVALUATION & CONTROL



- Process of monitoring the implementation of the strategy and evaluating its effectiveness..
 - It involves measuring performance, comparing results to objectives, and taking corrective action as needed.
 - Purpose :
 1. To ensure that the organization is on track to achieve its strategic objectives.
 2. To identify and address any problems or deviations from the plan.
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THANK YOU

This is a Q&A session. If you have any questions, please ask.



ELEMENT RESOURCES

