4 Styles of Strategy Development

Strategy Management

What is Strategy

What is Management

Strategy Management

Strategic management is the process of planning, executing, and overseeing an organization's strategies and goals.

Goal

The goal is to position the organization for long-term success and sustainability

Process of strategy management

1) **Strategy formulation**

2) **Strategy implementaion**

3) **Strategy Evaluation**

Benefits of strategy management

1) Clarity of purpose

2) Focus on priorities

3) Effective use of resources

4 Styles of Strategy Development

1) **Rational Planning**

2) **Planning as a guided learning process,**

3) **Logical incrementalism**

4) **Emergent strategy**

Rational Planning

is a systematic and analytical approach to decision making

Steps in Rational Planning

- setting clear goals
- exploring options
- evaluating choices
- choosing the best option
- implementation
- measuring progress

Benefits of Rational Planning

- clarity in decision making
- efficiant resource allocation
- increased chance of goal achievement

4 Styles

Rational Planning

Planning as a guided learning process

Logical Incrementalism

Emergent Strategy

Planning as a guided learning process

An iterative approach to strategy development that emphasizes learning and adaptation

Key Characteristics

Flexibility, Experimentation, Feedback loops, Collaboration

Structured steps

Situation analysis, goal setting, strategy formulation, implementation, and evaluation.

Benefits

Adaptable, Proactive, Open-minded, Collaborative
Improved decision-making through experimentation and feedback
Engaged

Limitations

1. Time-consuming and resource-intensive
2. Difficulty in measuring progress
3. Requires strong leadership

Planning as a guided learning process is a journey, not a destination.

Logical Incrementalism

logical incrementalism

Making small, gradual adjustments to existing strategies based on past experiences and current information.

Benefits

Reduces risk,
Builds on existing successes
Easy to implement

Limitations

1. May be slow and reactive
2. This can lead to complacency
3. May not address fundamental issues

Applications

1. Refining existing processes
2. Improving operational efficiency
3. Building on existing successes

What is an emergent strategy?

According to **Mintzberg Henry** :

A Continuous process of testing or learning is called emergent strategy

Characteristic

1. adoptability
2. learning from experience
3. Efficiency

Benefits

1. flexibility
2. creativity
3. learning

Example

AVON

THANK YOU