

# Principles of management

## 04\_Objectives and strategic planning

# *Introduction*

Every organization has **goals** and a **strategy** - even if they are not formally formulated or announced. This chapter specializes in studying **goals** and **strategic planning**.

# Organizational goals

***Firstly:*** The organization's purpose or mission

Each organization is different in terms of the values, beliefs, and philosophies that the owners believe in.

**Owners : They are the entity that created the organization,**  
and this unique character of the organization is reflected in its **purpose or mission statement.**

# *The organization's purpose or mission*

## **An organization's mission:**

is a broadly worded document that explains **the purpose for which the organization exists**

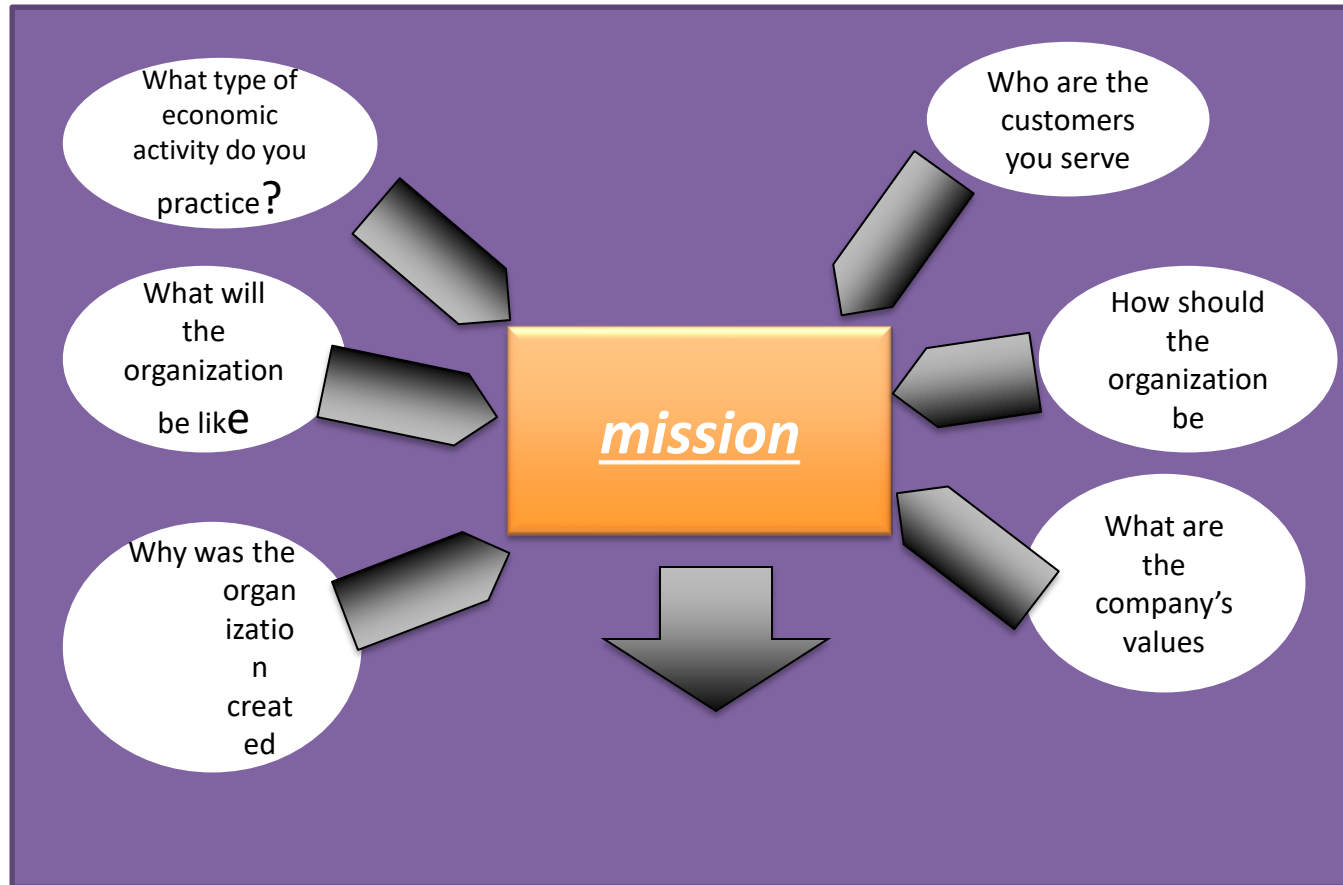
This document differs from one organization to another in terms of defining the scope of its work, i.e. defining the **goods** and **services** it provides to **society** and its **markets**.

# *The organization's purpose or mission*

Provides a mission statement Answers to general questions related to the nature of the establishment:

- 1) Why was the organization created?
- 2) What type of economic activity do you practice?
- 3) What will the organization be like?
- 4) How should the organization be?
- 5) Who are the customers you serve?
- 6) What are the company's values?

# ***Mission statement***



# *Organizational goals*

## **Second: Goals and objectives**

The organization's goals or objectives are the **ends** or **results** that the organization wants to achieve within its purpose

# Organizational goals

## Third: Types of organization goals

Most organizations have a set of goals, not a single goal, and they are **divided into two types: Long-term and short-term**, depending on the time horizon of the organization's **planning** and the nature of the **environment** in which the organization operates.

The more stable the environment is, the more it is possible **to set long-term goals**.



# The organization's objectives can be divided into basic goals

- 1- Profit objective
- 2-Customer objective
- 3-Technological objectives
- 4-Growth goal
- 5-Employee Objective
- 6-Society Objective

## **Fourth: Management by objectives**

This method includes the **contribution** of **individuals** at the **lower levels** of the organization's structure in the process of **setting goals**,

and it is an approach that differs from the **traditional approach** according to which **managers** at **higher levels** set goals.

# **Strategic Planning**

## Strategic Planning

If **goals** are the **ends** that management wants to reach, then the **means to achieve them** are the **organization's strategy**

# **Strategic Planning**

One of the most important tasks of Higher management in the organization is to compare the strengths and weaknesses on the one hand with the opportunities and threats in the environment.

The characteristics of this interview are considered the basic components of the strategy.

# **Strategic Planning**

Strategy can also be viewed as a  
set of decisions

# *Organization strategies*

1-strategies Marketing

2-strategy Operations

3-strategy Human resources

4-strategy Financial

5-strategy Research and development

6- strategy Growth

7-strategy Geographical scope strategy

# Strategic decision making process

