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# TOP DOWN APPROACH

**Presented by Hưng**

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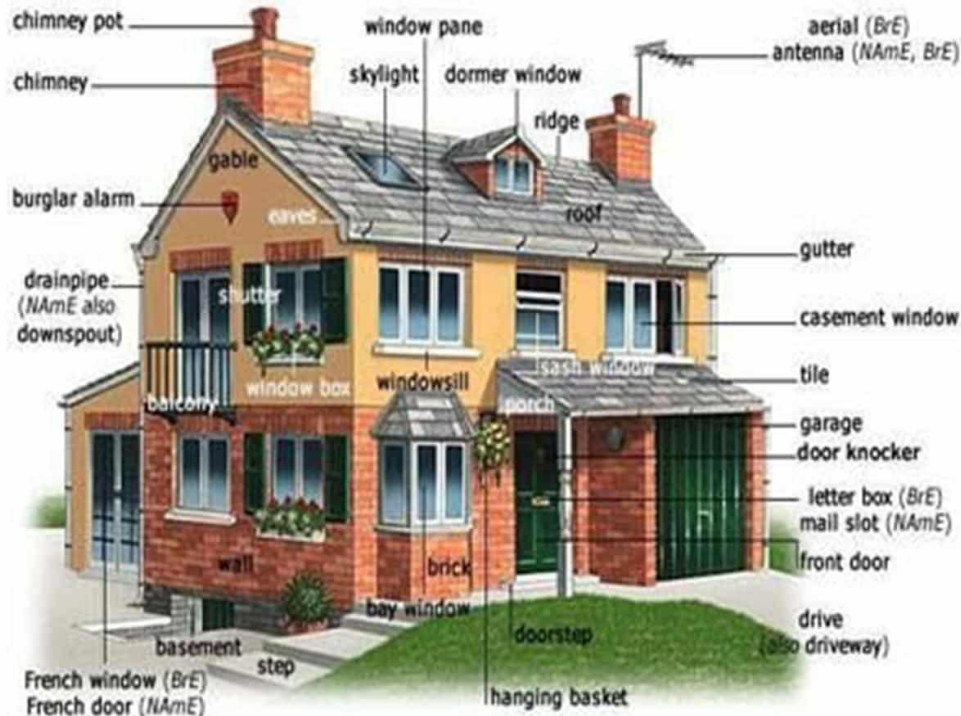
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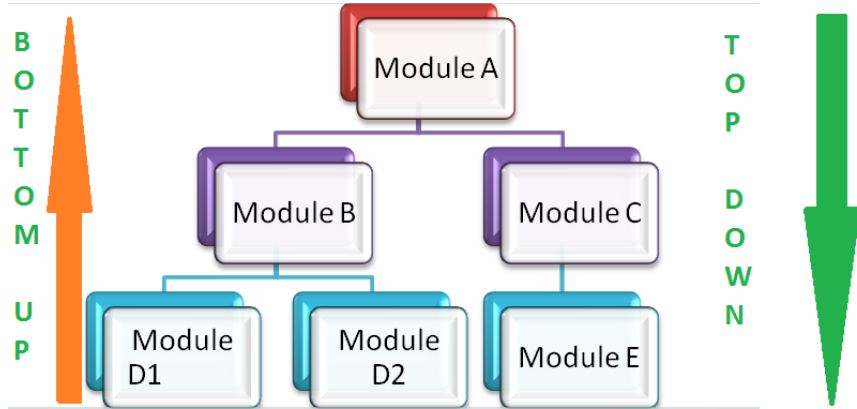
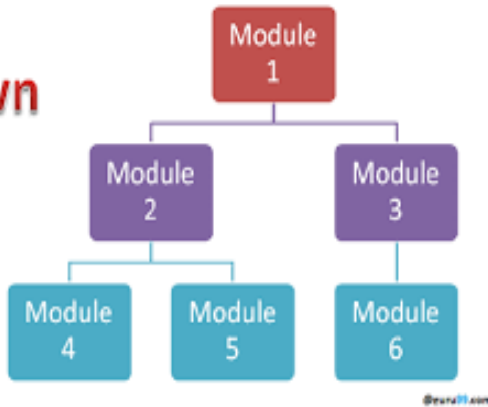
# 1. What is top-down approach



Imagine you are going to build a big house, what are you going to do first? You don't know where to start, or what to do?

So your solution is top-down approach

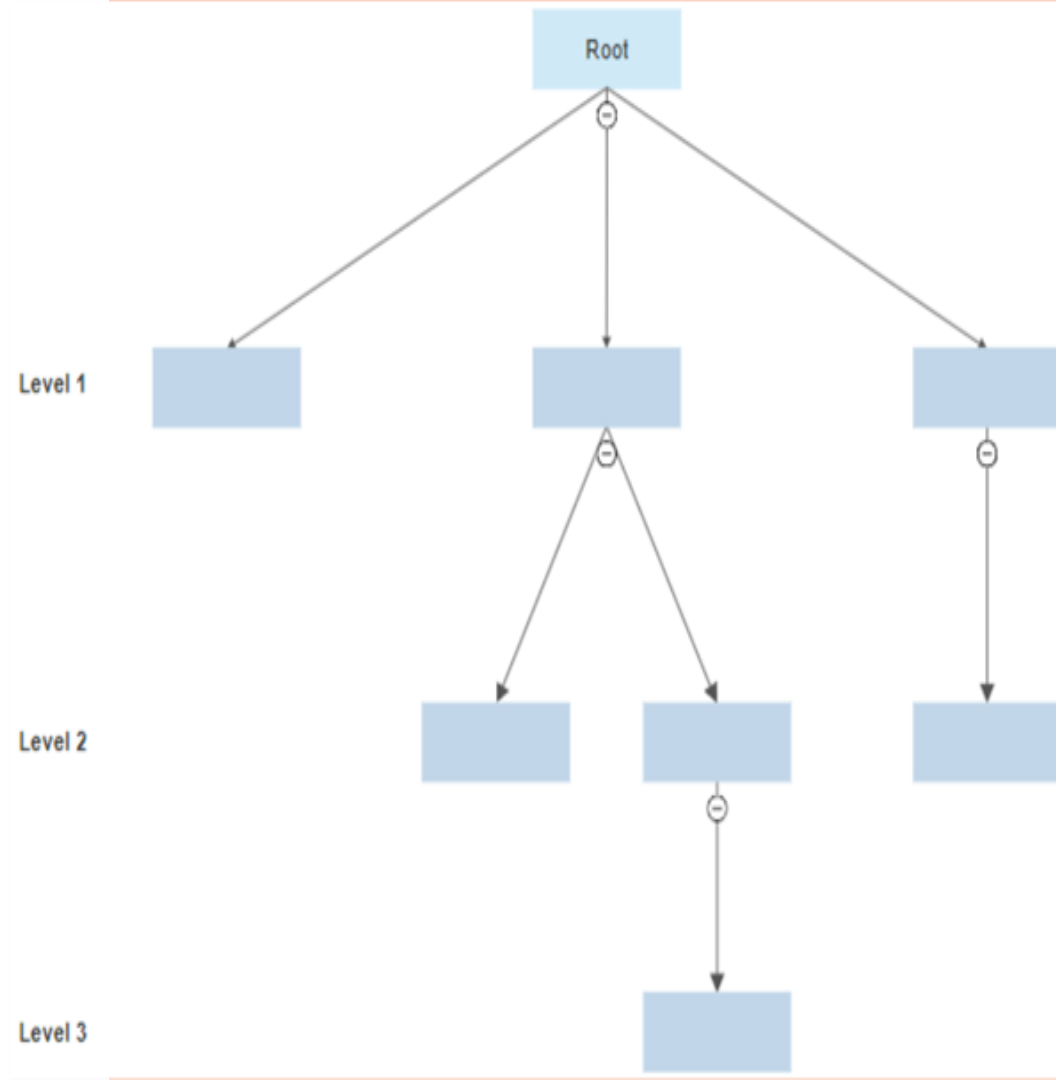
Top Down



## SO WHAT IS TOP-DOWN APPROACH EXACTLY

**It is a strategy method by which we will:**

- 1) Begin with a broad view of the problems
- 2) Follow a systematic process from top to bottom.
- 3) Break the big problem into smaller and more manageable parts.
- 4) Often used in many fields such as software development, project management, and problem-solving.
- 5) Often structured in a hierarchical structure



## SO WHAT IS TOP-DOWN APPROACH EXACTLY



UNABLE TO BREAK

       BREAK EACH ONE EASILY



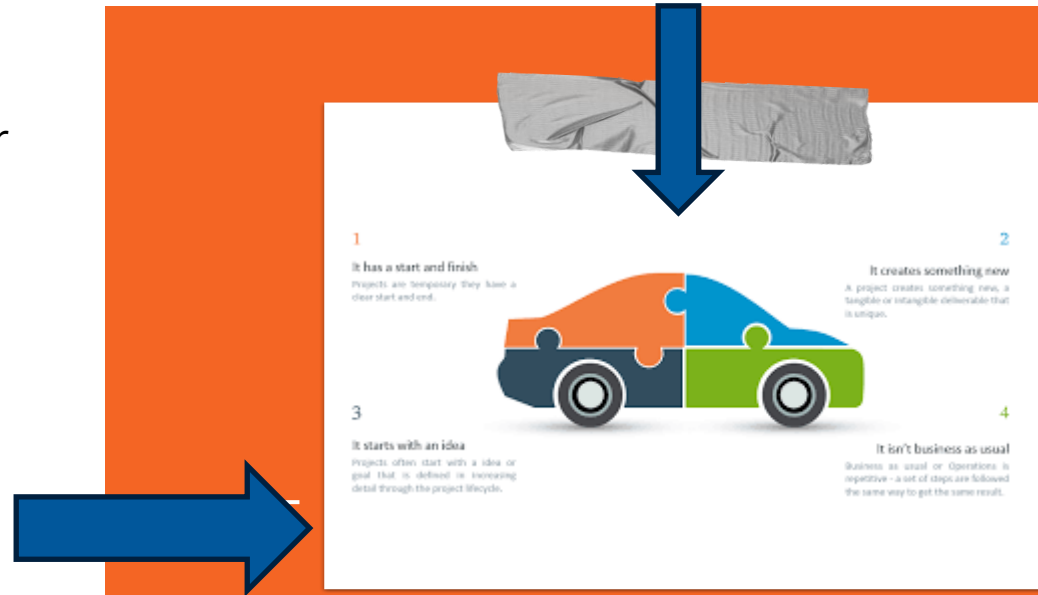
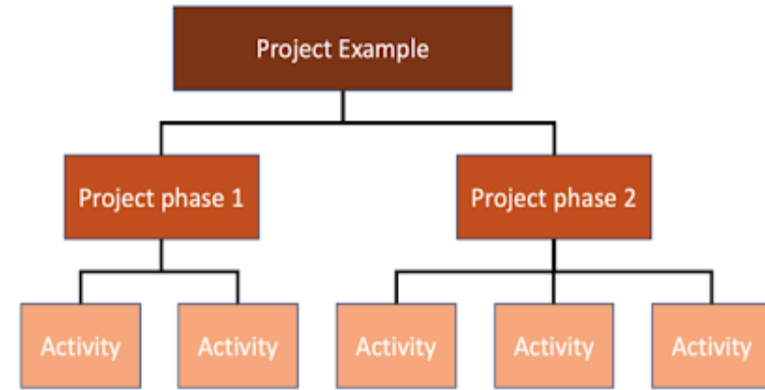
## 2. How can we use it



# Examples.

Imagine you have a final project, you can apply top-down like this:

- 1) Split the project into 2 phases (phase one and phase two).
- 2) In each phrase define the activities or goals you need to achieve.
- 3) Determine which one is the most important and put it on a to-do list.
- 4) Integrate these components to build the complete system.





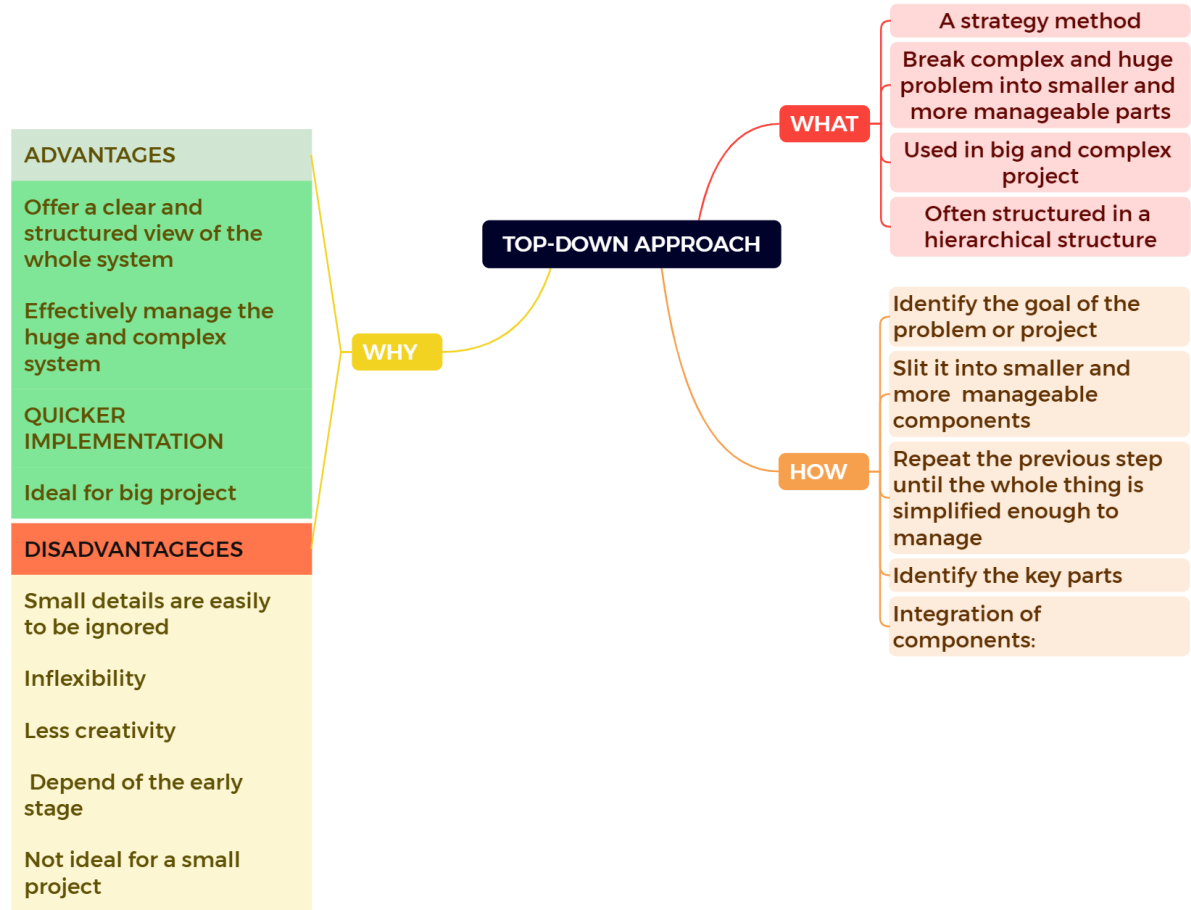
# 3 WHY IS IT IMPORTANT



## ADVANTAGES AND DISADVANTAGES OF TOP-DOWN APPROACH

| ADVANTAGES                            | DISADVANTAGES                              |
|---------------------------------------|--|
| We view have a clear view of our goal | Important details are likely to be ignored |
| Effectively manage the large system   | Dependency on initial understanding:       |
| Easier Planning and Coordination      | Inflexibility                              |
| Easily to identify the key components | Slow to adjust                             |
| Quicker implementation                | Less creativity                            |
| Ideal for a big and complex project   | Not ideal for a small project              |

# CONCLUSION



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Many companies use the **top-down approach** in their **management** and **decision-making** processes, including:



Google



Microsoft



Apple



Amazon



IBM



Intel



Google

The Ceo will set an overall vision and strategy for the company. This top-down direction helps align the entire organization toward common goals.

Major strategic initiatives, business priorities, and long-term goals are defined at the top.

=>Make decisions at highest level  
and then communicate them to  
the rest of the team



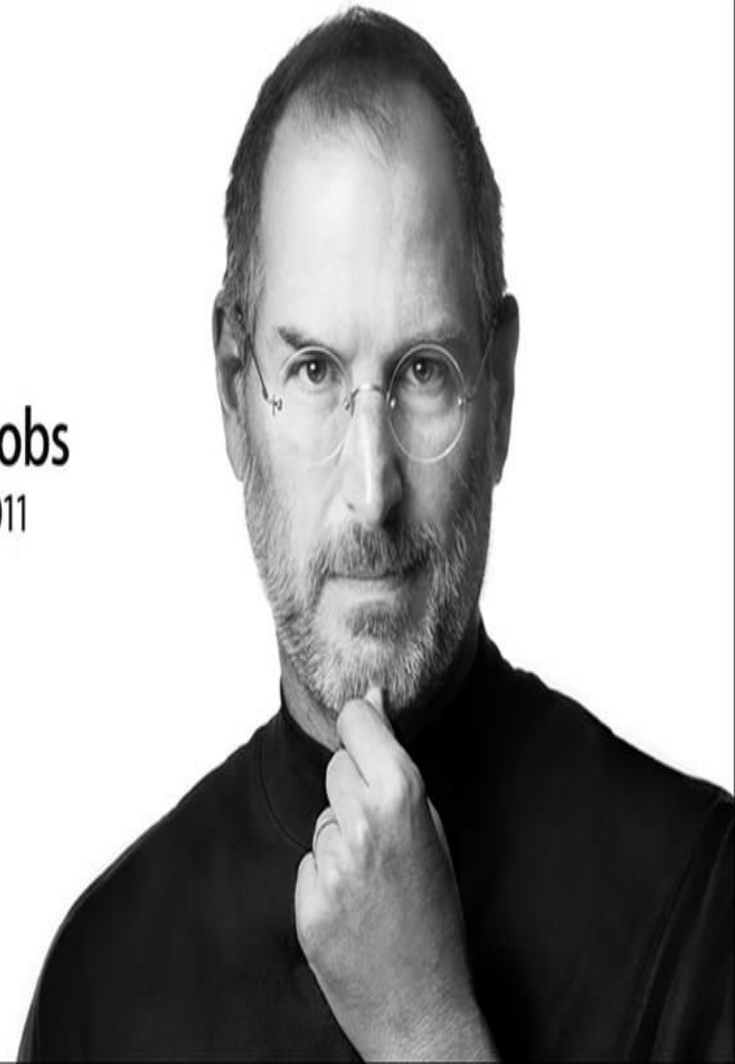


Apple

Steve Jobs set the overarching vision and strategy, and then each division within Apple would implement this vision in their work.

=>This has resulted in a strong, unified brand and highly coordinated products in terms of design, functionality, and user experience

Steve Jobs  
1955-2011





Microsoft

Microsoft is very famous for its clouding service.

The decision to shift towards a “Mobile-first, Cloud-first” strategy under the leadership of Satya Nadella is a prime example of a top-down strategy.

Recognizing the decline of the traditional PC market and the rise of mobile and cloud computing, Microsoft initiated a strategic pivot that was implemented throughout the company.

=> As a result, Microsoft has made significant gains in the cloud computing market with its Azure platform.

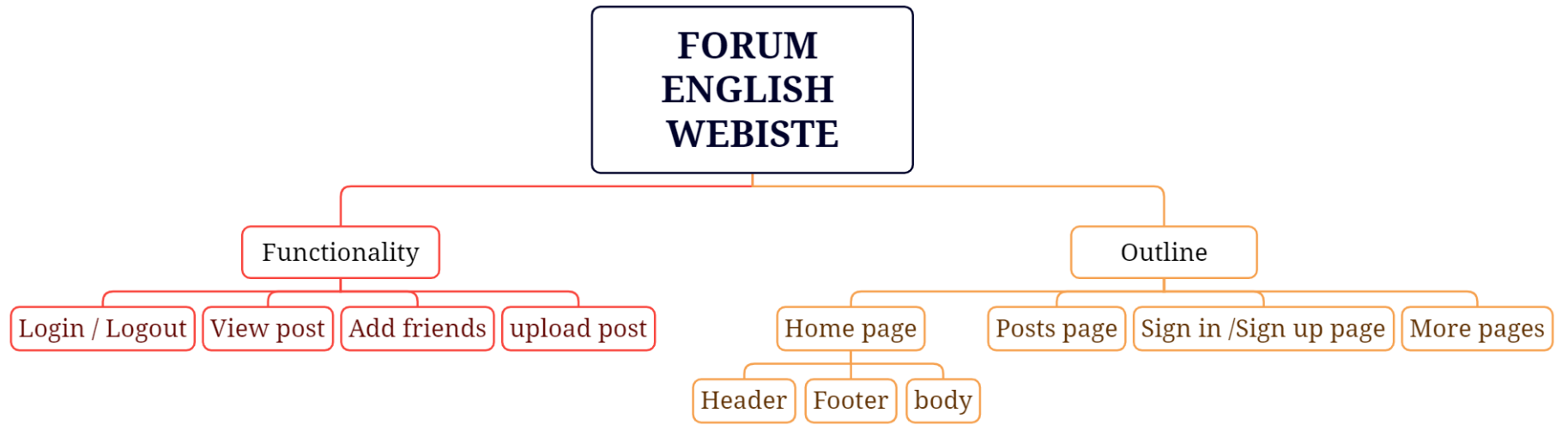


## 4. How I use it in real life

MY ENGLISH FORUM WEBSITE









THANK YOU FOR LISTENING