

UNSW
ELEC4122
21 Feb, 2019

LECTURE OUTLINE
Organisations & strategic thinking

Recall organisation has goal & purpose.

“Why it exists?”

goal/vision/grand strategy \neq *strategy* \neq tactics = project management

strategic planning: set strategic goal + ‘strategies’ to achieve it

\exists tools to help plan, e.g. ...

(a or b) Understand the current situation in detail.

(b or a) Nominate the desired overall goal:
elevating & unambiguous, relevant & feasible, since it will be ‘applied’

(c) Choose ways to achieve it.

Only **then** can

(d) management processes allocate resources to implement these strategies & monitor progress towards goal.

go / no-go analysis: used to determine whether to proceed/continue.

Consider and assess **all** aspects:

profit/costs, ‘fun’, (im)possibility, affect on reputation, ... and **strategic** fit.