

Strategic Management

by Sophia



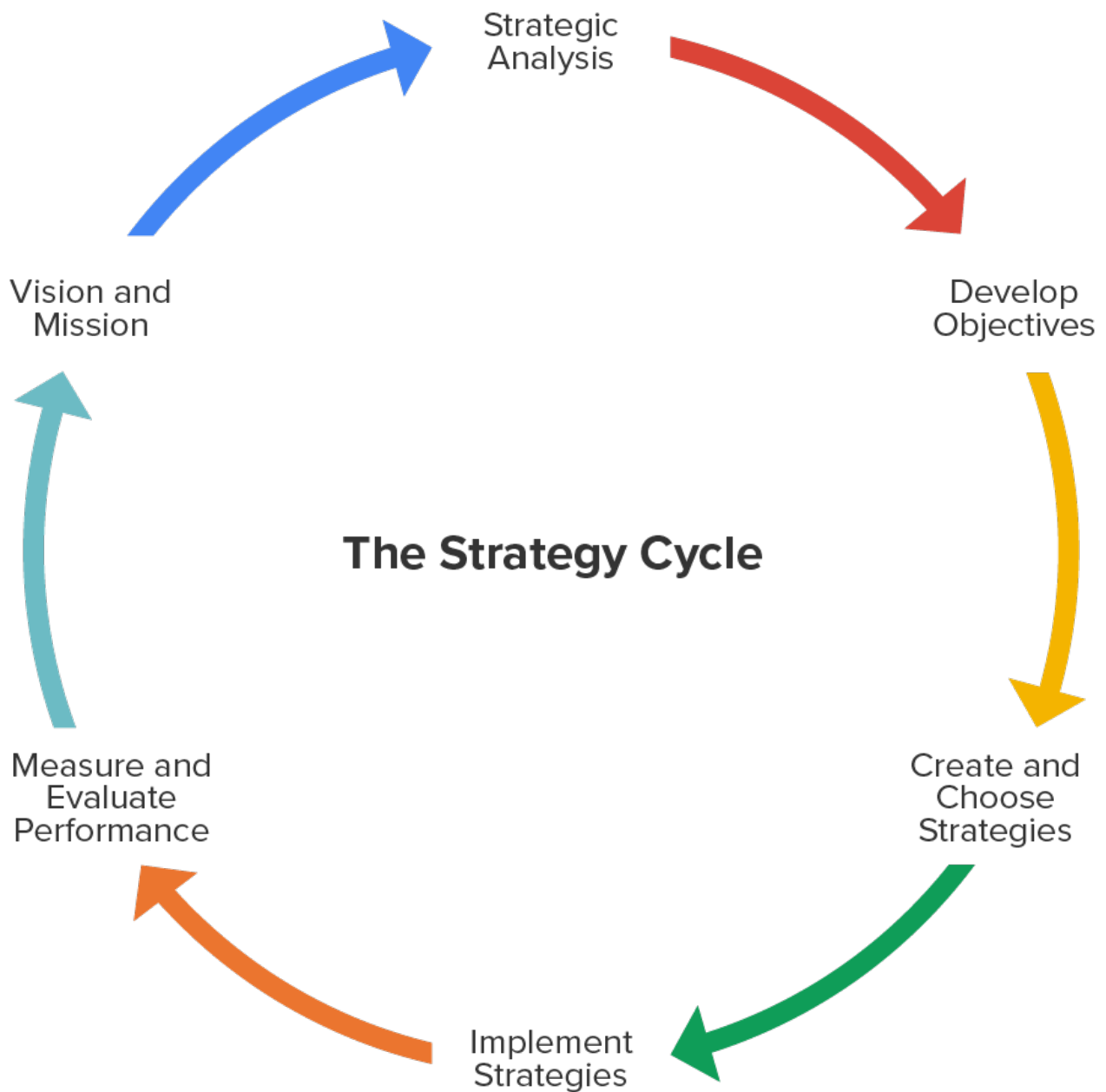
WHAT'S COVERED

In this lesson, you will learn to explain the strategic management process. Specifically, this lesson will cover:

1. The Strategic Management Process

In the previous lesson, we focused on analyzing and understanding a firm's competitive environment. In this lesson, we see how the information strategic analysis provides gets put to work. The **strategic management process** is the set of activities that firm managers undertake in order to try to put their firms in the best possible position to compete successfully in the marketplace. Strategic management is made up of several distinct activities, shown in the diagram below. This challenge will detail the role each activity plays in developing and sustaining a successful competitive position.

This diagram presents strategic management as an orderly process. However, most top managers deal with all of the steps simultaneously; they engage in environmental scanning to update their analytical view of the firm, they are executing strategies formulated in the past, they are formulating strategies to execute in the future, and so on. While it is useful to discuss the strategic management process in a stepwise fashion, it's important to point out that the cycle occurs such that everything is being done at once.



REFLECT

What activities make up the strategic management process?



TERM TO KNOW

Strategic Management Process

The set of activities that firm managers undertake in order to try to put their firms in the best possible position to compete successfully in the marketplace.



SUMMARY

In this lesson, you learned about **the strategic management process**, the set of activities that firm managers undertake in order to try to put their firms in the best possible position to compete successfully in the marketplace. These activities include defining the firm's vision and mission, strategic analysis, developing objectives, creating and choosing strategies, implementing strategies, and measuring and evaluating performance. It is important to note that top managers often deal with all of the steps simultaneously, rather than linearly.

Best of luck in your learning!

Source: Access for free at <https://openstax.org/books/principles-management/pages/1-introduction>



TERMS TO KNOW

Strategic Management Process

The set of activities that firm managers undertake in order to try to put their firms in the best possible position to compete successfully in the marketplace.