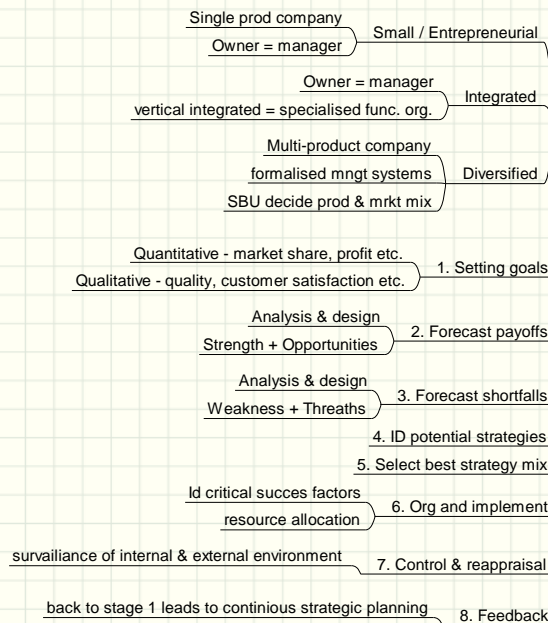


Module 2



Evolution of company

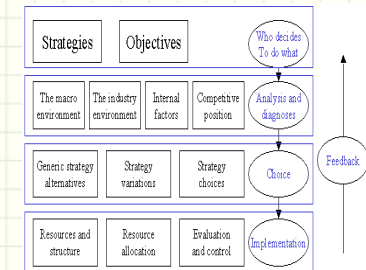
Benefits Gives structure Simplifies complex processes Checklist ID conflict of interest

Drawbacks Mechanical process To rigid -deminish the natural & dynamic process Corp strategy cannot alone come from a model

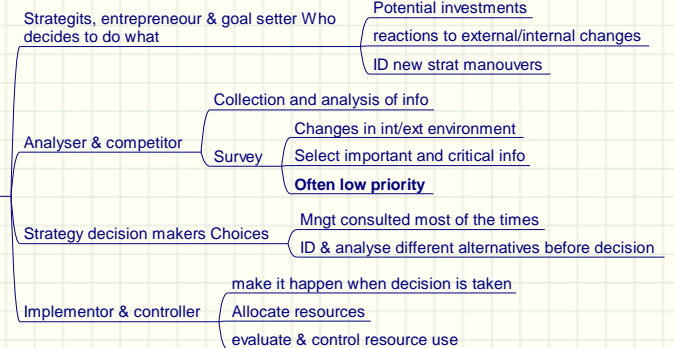
Modelling the strategic planning process

Strategists - mngt roles (round boxes in diagram)

Functional model



Functional model



research on managers

theory & reality is different
Does not follow theory
Use verbal sources not documented
Some reflective other doers
SP - multidimensional role and many levels
How is the function undertaken - improvement

An attempt to rationalise the complex process of company decision making where connection between cause and effect is obscure