

## Module 8

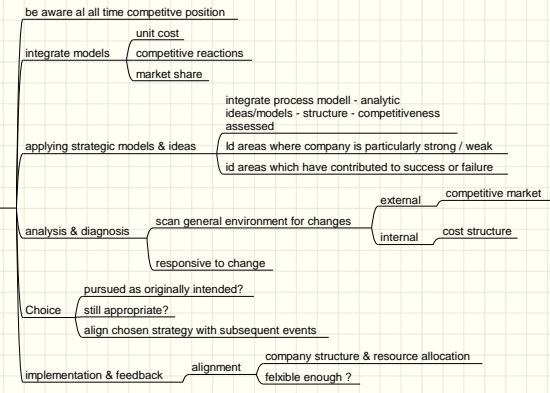
A structured approach coupled with id of relevant models is the key to strategic insight - THE MOST IMPORTANT LESSON

## Implementation plans

### Strategic planning works

1. get the big picture right
2. Direct resource accordingly
3. remember Sir William Burrell & steamships

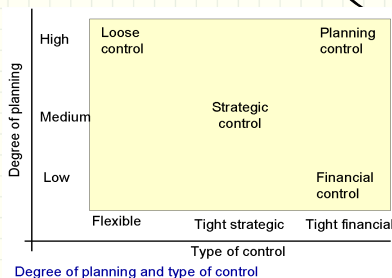
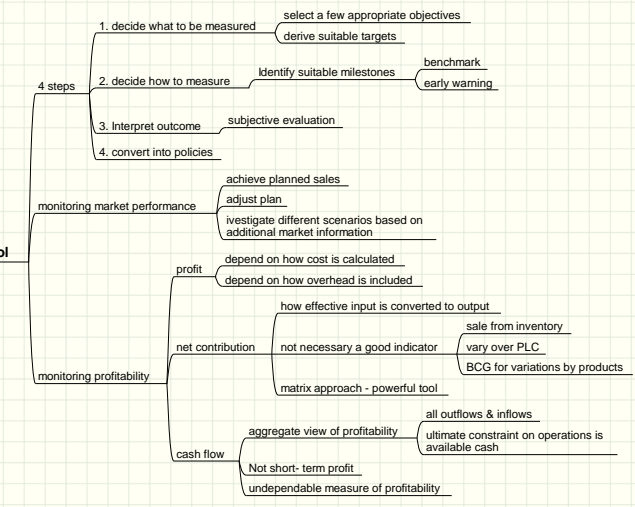
### Analysing the ongoing competitive position



### Feedback

1. Company adaptability (attitude to change; willingness to listen to information; admit mistakes & be proactive; part of culture - cannot change quick)
2. Company communications (upward and downward; what is the most appropriate structure)
3. Company learning (able to learn from past experience?; re-invent the whole each time)

### Evaluation & control



Degree of planning and type of control

