

WHAT'S TOP-DOWN APPROACH AND HOW TO APPLY IT

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1. Top-Down Approach

A top-down approach is a structured method that begins with the **big picture** and then gradually **focuses on the details**.

2. Advantage of Top-Down Approach

1

Clear Direction 🎯

Provides a clear vision and direction for the entire organization.

2

Efficient Resource Allocation 📊

Optimizes resource allocation by focusing on high-level goals.

3

Easy to understand and implement 🤝





3.DISADVANTAGES OF THE TOP-DOWN APPROACH

1

Dependency on Existing Knowledge: 🖐️

- Existing knowledge → limitation when dealing with novel or complex problems.

2

Limited Innovation 🚀

- Innovation and creativity may be stifled, as ideas and suggestions.

3

Inflexible to change ⌚

- Slow response to change.

4. HOW TO APPLY TOP-DOWN APPROACH

Clarity of Vision

Define a clear and compelling vision for the organization.

Strategic Alignment

Ensure alignment of high-level objectives with day-to-day activities.

Effective Communication

Communicate the top-down strategy clearly and consistently across the organization.

5.TIPS FOR TOP-DOWN APPROACH

1

Prepare carefully
at the beginning.

2

Create a mind-map

3

Using bottom-up
approach

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THANKS FOR WATCHING