

## Establishment of Strategic Intent

1. **Creating and Communicating a Vision:** Defining a long-term goal and sharing it with stakeholders.
  2. **Designing a Mission Statement:** Explaining the organization's purpose and what it stands for.
  3. **Defining a Business:** Clearly outlining what the organization does.
  4. **Adopting the Business Model:** Choosing how the organization will generate income.
  5. **Setting Objectives:** Establishing measurable goals for the organization to achieve.
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## Formulation of Strategies

1. **Performing Environmental Appraisal:** Analyzing external factors like competition, market trends, and regulatory environment.
  2. **Performing Organizational Appraisals:** Assessing internal strengths, weaknesses, resources, and capabilities.
  3. **Formulating Corporate-Level Strategies:** Creating strategies for the organization as a whole.
  4. **Formulating Business-Level Strategies:** Developing strategies for specific business units or departments.
  5. **Understanding Strategic Choice:** Evaluating options and selecting the best strategy.
  6. **Preparing Strategic Plan:** Documenting the strategy for execution.
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## Implementation of Strategies

1. **Activating Strategies:** Initiating the execution of the strategic plan.
2. **Designing Structure, Systems, and Processes:** Establishing frameworks and processes to support the strategy.
3. **Managing Functional Implementation:** Aligning functions like marketing, finance, and HR with the strategy.
4. **Managing Behavioral Implementation:** Addressing people-related changes, like leadership and organizational culture.
5. **Putting Strategies into Operations:** Fully executing the strategy in day-to-day activities.

## Strategic Evaluation and Control

This involves monitoring and assessing the strategies to ensure they are achieving the desired outcomes. The following approaches can be used:

1. **Chief Architect Approach:** A single leader, like the CEO or top executive, oversees and evaluates the strategy.
2. **Delegation Approach:** Specific individuals or teams are assigned the responsibility of monitoring and controlling the strategy.
3. **Collaborative/Team Approach:** A group or team works together to evaluate and adjust the strategy as needed.
4. **Corporate Entrepreneur Approach:** Encourages innovation and entrepreneurial thinking to continuously improve and refine the strategy during evaluation.

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